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# *Media scope*®

APRIL 1961 - 75 CENTS

THE BUYERS OF ADVERTISING / PUBLISHED BY STANDARD RATE & DATA SERVICE, INC.



ANNUAL MEDIA AWARDS ISSUE



## MARKETING WORK FILE

Another new marketing aid from STEEL . . . the most complete, single source of metalworking information ever made available by an industrial publisher. Puts at your fingertips all basic market data you need for more effective, shirt-sleeve marketing to metalworking. Available now from your STEEL Representative.



## METALWORKING MARKET COUNSEL

Another new marketing service from STEEL. STEEL SALESMEN GO TO SCHOOL . . . take marketing courses prepared by instructors of New York University's Graduate School of Business. Contact with STEEL Research, STEEL Editors, STEEL Readers . . . makes them metalworking market specialists.



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Another new advertising aid from STEEL . . . definitive measurement of advertising effectiveness that goes beyond inquiries and readership scores. Reports relate to both advertising and editorial . . . in-depth case studies of user-ship in action. Your STEEL Representative has the complete package now.

Watch this space  
next month for another  
new idea from STEEL

**expect new ideas**



space  
for another  
in STEEL



BPA

Best from

**STEEL**

The Metalworking Weekly

A PENTON PUBLICATION

By any measure,  
Newsweek is  
the efficient buy  
in the  
newsweekly field



**Editorial Vitality:** Newsweek covers the news and uncovers the significance in virtually *every* area of activity, and sharpens the focus through a dozen editorial features not found in any other newsweekly.

**Circulation Strength:** With the January 9, 1961 issue, Newsweek's quality circulation reached an all-time high—in excess of 1,500,000 (Publisher's estimate). This represented a 100,000 bonus for that issue. *During 1961, there will be no increase in Newsweek's advertising rates.*

**Marketing Flexibility:** Newsweek was the first in its field to make available regional marketing opportunities through its Eastern, Central and Western Advertising Units—used individually or in any combination.

**Advertising Economy:** Every ad dollar buys more key executives—Managers, Proprietors and Officials—in Newsweek than in any other newsweekly. (Source: Sindlinger & Co., Inc.)

• • •

**Significant Footnote:** Advertisers invested more money in Newsweek during 1960 than in any year in its history . . . over \$27,000,000.

... ahead of the news, behind the headlines ... for people at the top

MEMO TO MEDIA:

MEASURE OF EDITORIAL VITALITY

Unlike Broadway play producers, publishers cannot rely on critical kudos for indications of success. Rave reviews in the form of letters and personal comment are much appreciated, of course, but a publisher knows he must turn to the hard facts of circulation, advertising growth and reader response for a more reliable measure of his publication's editorial vitality.

Over the years Media/scope has received its share of critical acclaim; its circulation has continued to be concentrated among advertising buyers and its advertising growth has been gratifying. But more important is Media/scope's increasing acceptance as an authoritative source of media information.

Perhaps the best objective indication of this has been the volume of requests received for reprints. In a little more than three years, Media/scope has filled orders for 165,390 reprints--not including bulk sales of complete magazines, reprints made by others with Media/scope's permission, or orders for less than 100.

In 1960 alone, 56,270 reprints were sold to such advertisers, agencies and media as: American Aviation Publications; Blankenship, Gruneau & Ostberg; Clark and Bobertz; Domestic Engineering; Edelman & Associates; Goodyear Tire & Rubber Co.; Gulf Publishing Co.; Henri, Hurst & McDonald; Haywood Publications; Lennen & Newell; MacManus, John & Adams; Marsteller, Rickard, Gebhardt & Reed; National Advertising Co.; National Provisioner; Office Appliances; Penton Publishing Co.; R. Jack Scott, Inc.; Rheinhold Publishing; Storer Broadcasting; Sunset Magazine; Sweets Catalog; Thompson-Peterson; Thomson Advertising; Wallace Publishing; Watson Publishing; Station WAGA-TV and others. Again this does not include orders for less than 100.

While we recognize it is difficult to generalize about a publication from the number of reprints it has sold, we feel that in Media/scope's case, they provide a striking indication of editorial vitality as well as a revealing insight into Media/scope's hard-core readership. Added to Media/scope's measurable success in the circulation and

(Over)

advertising areas, they represent strong approval of our original decision to edit and publish a magazine exclusively for people who buy or influence the purchase of advertising.

The buying audience is there and, without doubt, Media/scope reaches it.

Cordially,

A handwritten signature in cursive script, reading "A. W. Moss".

A. W. Moss  
Assistant Publisher

(This insert appears only in those copies going to our complimentary list.)

For qual  
Canada: \$  
year, \$10  
For peop  
space mlt  
Pension  
Subscription  
pay, and  
non-qualif



# Media scope

published by Standard Rate &amp; Data Service, Inc.

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## SUBSCRIPTION RATES AND QUALIFICATIONS

For qualified people in media-buying in U. S., its Possessions and Canada: \$3 a year, \$5 two years, \$7 three years. All other countries \$6 a year, \$10 two years.

For people outside the media-buying function (publishers, time and space misemen, associations, research organizations, etc.) in U. S., its Possessions, Canada: \$7.50 a year. All other countries \$10 a year.

Subscription orders must show name and title of individual, name of company, and nature of company's business. Publisher reserves right to refuse non-qualified subscriptions.

MEDIA/SCOPE is published exclusively for those people with advertiser companies and advertising agencies engaged in or contributing to the media-buying function.

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... support for his plan fr



# IN LOS ANGELES, IT'S LATHAM FOR NEWS



Jack Latham, KRCA's "Emmy"\* award-winning news reporter, delivers the latest, most comprehensive TV news to more\*\* people than any other TV news reporter in the Los Angeles market area. Jack Latham News is a good reason for placing your advertising on the station where "You Always Get More"... KRCA 4.

# KRCA



Channel 4 in Los Angeles  
NBC owned  
sold by NBC Spot Sales

\*"Most Outstanding Achievement in the Field of News", 1960, National Academy of Television Arts and Sciences, Los Angeles.  
\*\*Latham News delivers an average of 206,800 TV homes per newscast. Nielsen: Sept. 19, 1960-Jan. 22, 1961.



## account executive or design engineer?

READ 34  
JAN 1974

READERSHIP OF YOUR MESSAGE BY  
DESIGN ENGINEERS IS WHAT YOU  
WANT, AND GET IN MACHINE DESIGN.

BPA  
MACHINE  
**DESIGN**

He's an AE . . . generalist calling the shots in a world of specialists. One minute he's up to his ears in a marketing problem . . . the next, in media . . . the next, in copy or art . . . you name it. It's his job to combine all these talents into sales magic. The DE also makes the most of specialists. Must keep pace with the latest advancements in electronics, hydraulics, drives, fastenings, materials . . . everything contributing to product improvement . . . everything needed for new products. To keep pace in *either* field you must keep ahead in *all* areas. The designer does it by reading MACHINE DESIGN, the magazine that serves the *total* spectrum of his needs and problems. How do you?

*A Penton Publication, Penton Building, Cleveland 13, Ohio*

MORE  
EDITORIAL  
AWARDS

MORE  
READERSHIP

MORE  
ADVERTISING  
PAGES

MORE  
READER  
RESPONSE

MORE  
EFFECTIVE  
CIRCULATION

MORE  
MARKETING  
AIDS

# THE JOURNAL IS NO. 1 MAGAZINE FOR WOMEN

# 1

For 1960 (and for every one of the last 20 years, we might add) the Ladies' Home Journal was No. 1 in circulation among women's magazines. For the record:

#### 1960 AVERAGE CIRCULATION\*

LADIES' HOME JOURNAL...	6,414,890
McCALL'S .....	6,386,351
GOOD HOUSEKEEPING .....	4,817,228

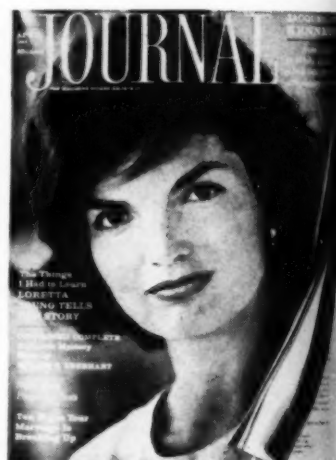


# 2

For 1960 (and for every one of the last 15 years) the Ladies' Home Journal was No. 1 in newsstand sales among women's magazines. Again, for the record:

#### 1960 AVERAGE SINGLE COPY SALES\*

LADIES' HOME JOURNAL...	1,754,111
McCALL'S .....	1,715,450
GOOD HOUSEKEEPING .....	1,024,555

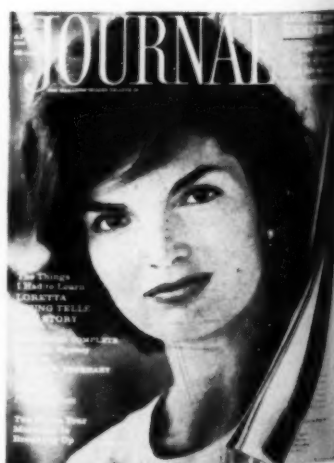


# 3

The February 1961 issue of the Ladies' Home Journal was a newsstand sellout, with more than 2,000,000\*\* copies sold...a whopping gain of some 200,000 over the February 1960 issue!

**WHEN THE JOURNAL SPEAKS—WOMEN LISTEN**

\*A & C 1960 AVERAGES \*\*PUBLISHER'S ESTIMATE



MA  
Serving the  
Pub  
Standard E

EDI  
Campbell J.  
Ephraim A.  
George A. S.  
John F. I.  
James Asqu  
Edith B. H.  
Lincoln  
H. P. Alap

ADVERTI

Edward T. Gi  
Thomas V  
James P. I.

F. LeRoy H  
Peter Fi  
in Hurway A

BU  
John F. K  
Marilyn Gay  
John P. Ka  
A. C. Gibb

RESE  
Philip We  
John B. Sch

EXECU

John K. Rot  
&  
C. Laury  
W. Moon  
& An  
R. L. B  
John J. Caich  
&

EDITO  
BUSIN

PUBLISHING  
2001 Ol  
Sko  
Yorktown 6-8  
MAN EDITOR  
& Lex  
New York  
MURR  
PACIFIC  
Don F  
326 N.  
Clendal  
Chap



## MEDIA/SCOPE

Serving the buyers of advertising  
Published monthly by  
Standard Rate & Data Service, Inc.

BBP

MPP

BPA

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Roger Barton

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New York 17, New York  
MUrtry Hill 9-6620  
PACIFIC COAST OFFICE  
Don Harway & Co.  
326 N. Central Ave.  
Glendale 3, California  
CHapman 5-9421

## From the publisher's notebook



## New Vigor in a Media Planners' Group

The way in which the New York Advertising Media Planners group is going about its further development deserves every bit of support that all of us engaged in the buying of advertising can give it. It has been from the start a lusty infant, ably guided by such men as Newman F. McEvoy, William E. Matthews, Dr. E. L. Deckinger, and Richard P. Jones. And it is being ably projected into the future by its new president, Herbert Zeltner.

Elsewhere in this issue there is a report of its most recent regular meeting. There were 250 men and women in attendance. The meeting was concerned with a subject of great importance (the buyer-seller relationship report of the East Central Council of the AAAA—covered for us in MEDIA/SCOPE's January and February issues by Charles F. Adams of MacManus, John & Adams). The meeting was held in part during business hours (4:00 to 6:00 P.M.), indicating its business importance. The president of the group expressed his hope that the organization would "broaden its base to include the great majority of important advertising agencies in the New York area." All of these things are good.

Also of fundamental importance was the call issued by Mr. Zeltner at this meeting for the free and frequent exchange of information among members—and, by implication at least, in the broader sense among all buyers of advertising. There are so many subjects on which an exchange of ideas can be of benefit to all parties concerned, without in any way diminishing the unique abilities of individuals or the individual agencies which they represent, that it seems short-sighted to me to find some few executives of great ability still holding themselves aloof from the organized media buyer groups in New York and in other advertising centers.

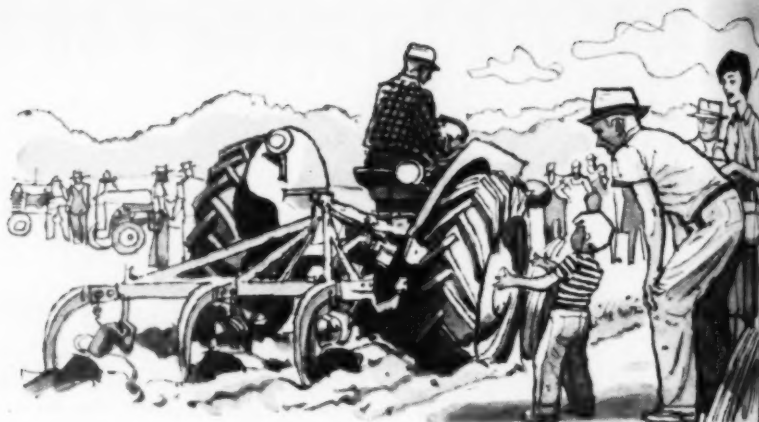
As the publisher of the magazine that has in three short years become the basic medium of printed exchange among buyers of advertising, I have witnessed the great good achieved by individuals and by the media marketplace as a whole from this enterprise. In a very real sense we parallel the work of the buyer discussion groups, and find that our work and their work is mutually supporting.

But there is still plenty of ground to cover, many unknowns to explore, myriads of problems to solve in the never-ending quest for perfection in media buying and selling. And there is, in my opinion, no basic problem that cannot benefit from exposure, discussion, and a trading of information and experiences by both large and small operators in the field.

So I say to the New York Advertising Media Planners: *Congratulations! Keep up the good work! May it spread far and wide!*

*Nathaniel E. Bothof*

# Ego involvement? Heck, yes!



There are gentlemen farmers. Part time farmers. Armchair farmers. But if your life, your capital, your credit, your success, and your family's future are involved in the operation of a farm, you are not academic, aloof, or absent minded about farming.

You live with your business. Your errors and omissions are obvious every day—to you, your wife, and your neighbors.

And if you are a quantity producer of corn, wheat, soybeans, beef, pork or milk, **SUCCESSFUL FARMING** comes close to being your bible. You need it to get the most out of every acre, every cubic foot of building, every hour of daylight, every dollar of investment. You need it to plan your production, to gauge your markets. You don't just read it; you study it, file it and refer to it again. Because it means success in your business, money in the bank!

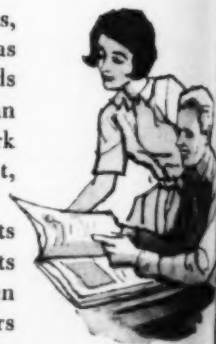
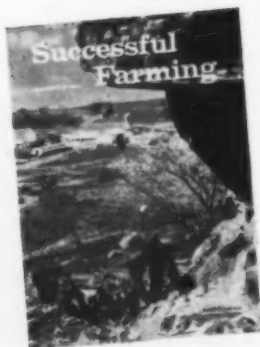
Your wife is involved in your business, finds this magazine as of much interest as you do. And since her homemaking needs and problems are not those of the urban woman, she finds in SF aids to her work programs, planning, meals, entertainment, home furnishings and decoration.

The medium that means more to its audience means more to its advertisers, gets better reception and response. SF has been meaning more to the country's best farmers for fifty-eight years. And its subscribers are one of today's best class markets, with cash farm incomes about 70% above the national farm average.

If you want your advertising to sell something, put it in **SUCCESSFUL FARMING**.

And ask any SF office about the selling opportunities in our twelve new State and Regional Editions.

**SUCCESSFUL FARMING . . .** Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.



# Builds greater volume three ways! —Chicago Tribune Food Guide

## 1. PERSUASIVE SETTING

Big photos, illustrated features and high-visibility page layouts invite—and get—greater readership. The Tribune Food Guide offers from 80% to 140% more editorial content than other Chicago food sections. In this more favorable climate, grocery advertising is welcomed, wanted and accepted with confidence.

## 2. BIGGER AUDIENCE

The Tribune Food Guide is placed before the purchasing agents for 700,000 families. This is hundreds of thousands more families in this market than the average audience of any television show, any radio program, any magazine or any other Chicago newspaper.

## 3. BIGGER SPENDING AUDIENCE

Food Guide families have an average weekly grocery bill that tops \$17 million—or \$5 million more than is spent by the readers of any other Chicago newspaper. Of the total Food Guide audience, 76% are middle and upper income families who spend more for grocery products.

You sell more when you address an audience which is accustomed to respond. To step up your volume in Chicago, step up your business with the readers of the Weekly Illustrated Food Guide of the Chicago Tribune—Chicago's most responsive audience of food buyers.

**THE WEEKLY ILLUSTRATED**

# food guide.

*Real current values and products in Chicago area stores*

**Chicago Daily Tribune**

Page 9—Eighth 1

**RECIPE CHIEF MARY MEADE IS A FAVORITE RECIPES**

IN THIS SECTION  
**Today with** **women**  
and **MOVIES** **AMUSEMENTS**

## Plain or Fancy, Meat Loaf Is Wonderful

### These Variations Will Tempt You

**MEAT LOAF VARIATIONS**

**1. MEAT LOAF WITH ONIONS**  
This is a delicious recipe for a meat loaf. It is made with ground beef, onion, and bread crumbs. It is baked in a loaf pan and served with a tomato sauce.

**2. MEAT LOAF WITH CARROTS**  
This is a delicious recipe for a meat loaf. It is made with ground beef, carrot, and bread crumbs. It is baked in a loaf pan and served with a tomato sauce.

**3. MEAT LOAF WITH CELERY**  
This is a delicious recipe for a meat loaf. It is made with ground beef, celery, and bread crumbs. It is baked in a loaf pan and served with a tomato sauce.

**4. MEAT LOAF WITH POTATOES**  
This is a delicious recipe for a meat loaf. It is made with ground beef, potato, and bread crumbs. It is baked in a loaf pan and served with a tomato sauce.

**5. MEAT LOAF WITH PEAS**  
This is a delicious recipe for a meat loaf. It is made with ground beef, peas, and bread crumbs. It is baked in a loaf pan and served with a tomato sauce.

**6. MEAT LOAF WITH CORN**  
This is a delicious recipe for a meat loaf. It is made with ground beef, corn, and bread crumbs. It is baked in a loaf pan and served with a tomato sauce.

**7. MEAT LOAF WITH BEANS**  
This is a delicious recipe for a meat loaf. It is made with ground beef, beans, and bread crumbs. It is baked in a loaf pan and served with a tomato sauce.

**8. MEAT LOAF WITH TOMATOES**  
This is a delicious recipe for a meat loaf. It is made with ground beef, tomatoes, and bread crumbs. It is baked in a loaf pan and served with a tomato sauce.

**9. MEAT LOAF WITH MUSHROOMS**  
This is a delicious recipe for a meat loaf. It is made with ground beef, mushrooms, and bread crumbs. It is baked in a loaf pan and served with a tomato sauce.

**10. MEAT LOAF WITH CABBAGE**  
This is a delicious recipe for a meat loaf. It is made with ground beef, cabbage, and bread crumbs. It is baked in a loaf pan and served with a tomato sauce.

## MARY MEADE MAKES DELIGHTFUL SUGARED CRULLERS

**1. SUGARED CRULLERS**  
This is a delicious recipe for sugared crullers. It is made with flour, sugar, and eggs. It is baked in a cruller pan and served with a dusting of sugar.

**2. SUGARED CRULLERS**  
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MORE READERS...  
MORE ADVERTISING...  
MORE RESULTS...

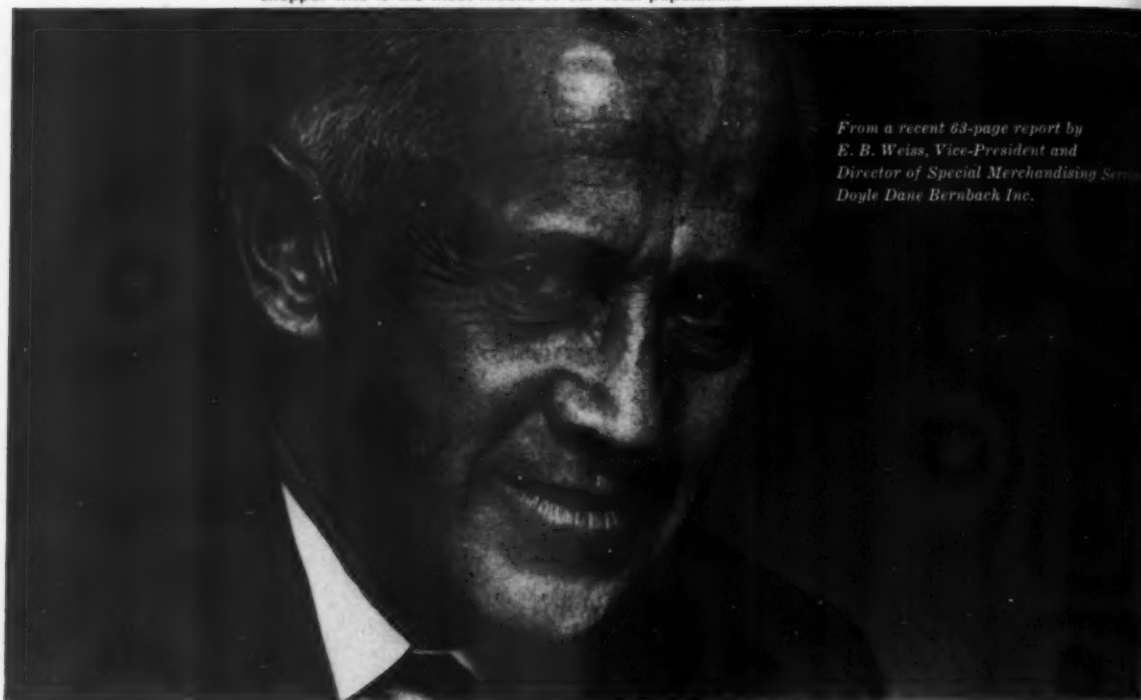
# The Tribune Gets 'Em in Chicago!

## The New Era of the Sophisticated Shopper

"Shopper sophistication is, today, not merely marching ahead—it is **leaping** ahead. Marketing men will be hard pressed to match shopper sophistication with sophisticated marketing programs—even if they are fully aware of this remarkable change in our society . . .

"Even in our present-day era of high income for masses of people, by far the lion's share of discretionary dollars is in the hands of the smaller number of our families. These families are the very ones whose members are rapidly becoming increasingly sophisticated shoppers. The planning of too many marketing men shows an unawareness of this fundamental . . .

"It has been postulated that the '**high mobiles**' are the pace-setters in the acceptance of new products, new services, new ideas, new habits, new status symbols. The '**high mobile**' is another term for the **sophisticated** discretionary shopper who is the most mobile of our total population."



*From a recent 63-page report by  
E. B. Weiss, Vice-President and  
Director of Special Merchandising Services,  
Doyle Dane Bernbach Inc.*

Of the magazines which reach the sophisticated shopper today, the one which seems to have the most contemporary appeal is SPORTS ILLUSTRATED.

Sport is the new sophistication. It is now the thing for the whole family to ski, sail, golf, curl, be in the know about a dozen sports. With the new national administration setting the pace, it is almost a prerequisite of success today to have had an active background of participation in not one, but several sports.

Which is why SPORTS ILLUSTRATED seems to be attracting the sophisticated kind of reader, and that kind of reader seems to be gravitating to SPORTS ILLUSTRATED. Circulation is now above 950,000 copies weekly. The median household income is \$10,835 (one of the highest of all magazines); the median age of the household head, 42 (one of the lowest). Because of its sophisticated treatment of the mid-century's liveliest subject, advertising for any contemporary product or service should be appearing regularly in SPORTS ILLUSTRATED. (In fact, only 4 magazines now carry more pages of consumer advertising than does SI.)

## Sports Illustrated





## Scope on Media

A LOOK AROUND AND A LOOK AHEAD

### MEDIA AND THE RECESSION

What effect has the recession had on media buying? The general reaction among persons interviewed by MEDIA/SCOPE is that there has been an adverse effect, although in some cases it consisted essentially of failure to maintain rather large gains experienced in the first part of 1960.

One agency man says: "Industrial advertising budgets these days aren't really budgets. I'd call them uncommitted dollars. They may be available today, but a phone call tomorrow can cut them by 25 per cent."

Another industrial advertising man points out that while new car sales didn't really start to drop until the fall of 1960, the rush to compacts meant less steel and less glass, long before that. Heavy appliance sales began slipping as early as the latter part of 1959.

Of course, business publications serving the affected industries have suffered losses in advertising pages. But consumer media have also been affected, suffering cutbacks in the appliance, automotive, and other classifications.

Consumer agencies with neither automotive nor appliance accounts report fewer budget cuts. However, some say that clients are "sitting on their budgets," failing to make spending decisions until the last possible moment.

Some agency men report that because of the recession they are busier than ever. They say they are busy because clients are demanding more facts, more proof that the last ounce of good is being squeezed from the media dollar. "This means more work," declares one media director, "because we have to write the position papers on how we are spending their money to best advantage."

Other agency men believe that this phenomenon may be a developing result of the long-term squeeze between costs and profits that faces clients. Or they say that the closer scrutiny of media expenditures may result from the larger awareness by client's managements of the importance of advertising and marketing in their general programs. This, in turn, may be influenced by the growing number of marketing men among top client management.

The recession seems to be having some effect upon media personnel. Media managements say that there are numerous applicants for job openings, and the applicants

include well-qualified buyers and planners, some willing to take salary cuts from what they had been earning.

Confirming this, one media director states: "From what we gathered, when interviewing for one opening in early February, at least five of the 10 largest New York agencies have let persons go from their media staffs."

Still another notes that he has never received so many unsolicited resumes of the "I am available" type from so many qualified men, both buyers and supervisors.

Some employment specialists in the field contend that media buying, so far at least, seems comparatively recession-proof. They report no increase in job applicants among media buyers. It may be, however, that media-buying executives do not seek the help of employment agencies to the extent that the latter's proprietors assume.

### NIELSEN MEDIA SERVICE

A. C. Nielsen Company's controversial print-TV media study is now in the hands of subscribers, and they can now start to use it, instead of just talk about it.

NMS, as the continuing study is tagged, is likely to be of considerable use, within the limits of what it measures, despite some criticism of its methodology (e.g., the interviewer is required to carry around a total of 34 copies of magazines).

The methodology is modeled closely on the method of personal interviews and probability sampling developed by Alfred Politz. It's worth knowing that comparison with Politz' latest study—a 1960 report on *McCall's* audience shows agreement. With due adjustment for varying age groupings, the two estimates for *McCall's* adult female audience match perfectly—around 11 million. Comparison with the 1959 Politz study of four magazines similarly reveals a high correlation, although NMS apparently tends to report slightly lower audiences than Politz.

NMS measures the total average audience of 12 magazines and Sunday supplements, together with standard demographic analyses such as age, sex, income, education, children, county size, and marketing territories. There is also information on cumulative audience (two-issue audience for monthlies, four-issues for weeklies) and frequency (average number of issues read together with frequency distribution). Audiences are expressed in terms

## Scope on Media

of both homes and individuals. Here, for example, are the total audiences of the 12 publications:

Magazine	Total Adult Readers (000)
American Weekly	18,265
Better Homes & Gardens	14,746
Good Housekeeping	11,533
Ladies' Home Journal	13,181
Life	28,344
Look	23,608
McCall's	12,932
Parade	16,497
Reader's Digest	30,429
Saturday Evening Post	19,886
This Week	21,550
True Story	6,179

The cumulative issue audience feature of NMS is also useful; it is the first such report on the subject since the *Life*-Politz Study of Consumer Expenditures in 1956.

But the mere updating of needed audience information is not really what Nielsen is selling. The big drawing card of NMS is information on media combinations. The NMS sample panel is measured not only for magazine reading, but for TV viewing, via Nielsen's familiar Audimeter-Recordimeter mechanical technique. Therefore, says Nielsen, advertisers can obtain duplication and coverage reading on combinations of specific TV network shows and the measured print vehicles. Here's an example:

An advertiser's basic media schedule is built around four daytime quarter hours and two evening half hours. This schedule reaches one or more women in 16 million homes. By adding one page a month in a Sunday supplement, the total reach rises to 23.8 million homes, with 2.9 million duplication. But by switching from supplements to one page per month in each of two women's magazines, total reach goes to 25 million homes with 4.8 million duplication.

Here is another example, also an actual case. A major food company's basic hour TV show is very strong in small family homes, middle-income homes, B county homes. The need: additional weight, especially in A county homes. The addition of two supplements increases A county coverage from 24.8 per cent to 56.7 per cent, and raises national coverage from 24.8 per cent to 52.8.

### ABC-BPA AUDIT COMPETITION GROWS

The controversy over audits in the business publication field has stimulated advertiser interest in audits in general, even if it hasn't solved the existing auditing problems. Advertisers are taking a second look at those publications that do not have any audit at all. And they are showing interest in the possibility of adding audits in some areas where audits are not available—as for example with controlled circulation publications going to yacht owners, doctor's wives, or students of specific types.

The established auditing organizations are, as a result, stepping up their membership promotional work. Active in this respect is Business Publications Audit, with an apparently unlimited prospect list among both paid and controlled circulation publications.

At its annual meeting February 16-17, BPA announced that it would push a study of auditing possibilities for "selective market" publications with controlled circulations as described above. Tentative plans call for "qualification" of circulation of publications in this group. BPA also appears to be stepping up its competitive pressure in the field of auditing paid circulation business publications, and those with both paid and controlled circulation. Under the new chairmanship of Burton E. Hotvedt (see "Men of the Month" elsewhere in this issue), it is adjusting its single form for both paid and controlled circulation data in a way that will make it more attractive to publisher members and prospective members—particularly those with a lot of controlled circulation, plus some paid.

Meanwhile, the Audit Bureau of Circulations under the new presidency of Alan T. Wolcott, is stepping up its own activity—most recently in terms of service to members, with the opening of a New York office under the direction of Carroll Hudders, a J. Walter Thompson-trained media researcher and buyer. The ABC's scope will also be broadened, of course, when the new optional form (in which both paid and controlled circulation to field served may be noted) goes into effect on June 30.

### PROFILE OF THE MEDIA BUYER

Characteristics of the members of the National Panel of Media Buyers, a representative cross section of buyers maintained by the Research Division of Standard Rate & Data Service, were surveyed recently for the second year, and findings corroborated the previous study in almost all respects. The last previous study was reported in full in *MEDIA/SCOPE* in November 1960.

Briefly, the new study is a reminder that the median age of buyers is 33; that more than 70 per cent are male; that almost 70 per cent are married. More than half the buyers are less than 35; and three-fourths are less than 45 years old. More than half have been in advertising more than ten years; and 12 per cent 20 years or more. The median number of years in advertising is 11.

Almost all buyers in the group reporting are engaged in media analysis and specific media selection; a smaller proportion, although a majority, in market analysis and estimate preparation. Tabulated results indicate an increase in the extent to which media personnel engage in work outside the department such as client contact, market research, merchandising, and agency management. It will be interesting to note whether this indication of a trend appears in the report next year.

**Q: Who are the most important people a selling campaign should cover?**

**A: Buyers—not bystanders**



**Your advertising sells to America's most important customers in "U.S. News & World Report"**

Your advertisements today must not only compete with your competitors' campaigns for a share of market—they must compete with *all* advertising for a share of *mind*.

But whose minds are your advertisements seeking? Just numbers of readers? If your advertising is seeking customers and prospects—ready to buy, rather than readers just standing by—it can find no medium more effective and resultful for advertising that *sells* than "U.S. News & World Report".

This is the only magazine that concentrates exclusively on the important news of national and world affairs, and covers in depth, the impact—the scope—the *consequences* of such news in our business and personal lives. That is why it is bought and read so thoughtfully and intently, every week, by more than 1,200,000 important people—including the key people in business, industry, government, the professions—and in the community.

Impressive to many advertisers have been recent research studies of the people buying a wide variety of major-purchase products and services—corporate stock, new cars, business travel, air conditioners, etc. Of the 14 magazines studied, "U.S. News & World Report" consistently gives advertisers the most known buyers of their product or service per dollar—i.e., the best efficiency for their investment. If you have not yet seen the film strips, or the printed booklets, which document the statement above, please call the "U.S. News & World Report" sales office nearest to you for a prompt showing.

No wonder so many outstanding advertising campaigns that sell—and sell resultfully—have made "U.S. News & World Report" the spearhead of the program. No wonder "U.S. News & World Report" achieved the biggest advertising page gain of any news magazine in 1960. More and more advertisers rate it . . .

*. . . the most important magazine of all*

## U.S. NEWS & WORLD REPORT

America's Class News Magazine

Now more than **1,200,000** net paid circulation

Advertising offices at 45 Rockefeller Plaza, New York 20, N.Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

Chilton's **MAP** in action...

MARKETING ASSISTANCE PROGRAM





# Market data helps company find 437 new prospects

Here's how one company sought the help of Chilton's Marketing Assistance Program (M-A-P) in realigning its sales territories . . .

*. . . and wound up finding an additional 437 prospective customers in selected metropolitan areas.*

This medium-sized manufacturer of electronic components planned to add five new salesmen somewhere in its 15 sales territories. The question was where.

The problem was posed to Chilton's ELECTRONIC INDUSTRIES. Using two of the important tools in its M-A-P—the Census of Manufacturers on IBM cards and the exclusive Marketing Map—EI was able to determine who and where the company's prospects were and the type of electronic manufacturing in which they were engaged.

The information provided through M-A-P showed the need for 20 sales territories . . . showed where the five new salesmen should be located . . . and brightened the sales outlook by pinpointing 437 new prospects.

No matter what your marketing problem . . . or which of Chilton's 19 business magazines you contact . . . M-A-P is almost certain to meet your specific needs.

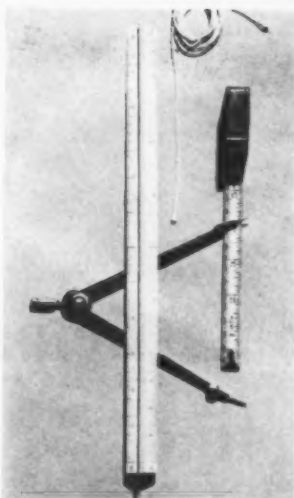
## Chilton COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pa.



Department Store Economist • The Iron Age • Hardware Age • The Spectator • Motor Age  
• Automotive Industries • Boot and Shoe Recorder • Commercial Car Journal • Distribution  
Age • Butane-Propane News • Electronic Industries • Aircraft & Missiles • Hardware  
World • Optical Journal and Review of Optometry • Jewelers' Circular-Keystone • Food  
Engineering • Marine Products • Gas • Product Design & Development • Business, Technical  
and Educational Books • Chilton Research Services





## No Matter How You Measure It...

the Los Angeles-Long Beach Metropolitan Area is different than the other markets in the "top 10."

The nation's second largest market needs different measurements to properly evaluate it. This is because the Long Beach part cannot be covered with advertising in a Los Angeles newspaper... or in all of them! You get only 1 out of 10 Long Beach families with the leading Los Angeles newspaper and only about 1 out of 4 with all of them. But the Independent, Press-Telegram goes into 7 out of 10 homes in the Long Beach market of 508,369 people. And that's the big difference.

GET THE PARTICULARS FROM THE RIDDER-JOHNS MAN

Sources: Sales Management Survey of Buying Power, 1960. Audit Bureau of Circulations report, Mar. 31, 1960.

**Independent**

**Press-Telegram**

Morning Evening Sunday

LONG BEACH, CALIFORNIA  
the International City  
NOW OVER 1/2 MILLION POPULATION

## Trade Talk



Dave Wack

**New Angle**... Sales representatives for Negro media are currently using employment figures to point up the values in advertising to their market. It seems that, particularly in the big markets across the country, Negro populations are swelling because of an increased rate of migration from the South. But more important is the fact that their buying power is valuable to advertisers because they work steadily. Increasing numbers of Negroes have secured Civil Service jobs. Reports from Detroit, for instance, indicate that about 60 per cent of the Civil Service work force there is colored. In union plants, Negroes are the last to quit their jobs (if at all) because of layoffs. This results in their building up seniority, insuring maximum annual employment and earnings.

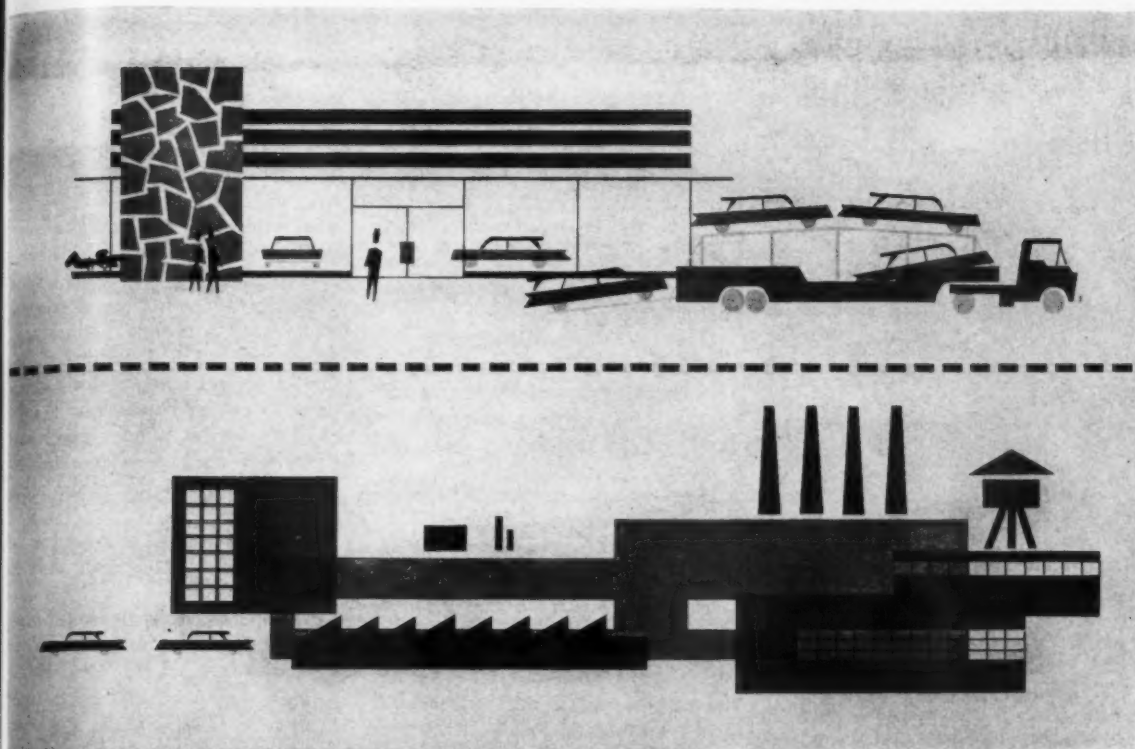
**Pay-off?**... With the Federal Communication Commission's approval of subscription TV over WHCT, Hartford, Conn., advertisers and their agencies will be faced with the decision as to whether or not to buy commercial time in competition with it. While there will probably be only about 40 hours of pay TV each week, all in prime time, the decisions will probably be based on the number of subscribers and whether or not the competing channels might be forced to make rate adjustments for the periods involved. Another question that comes up is whether or not the pay TV programming will act as a viewer "sales promotion" device which might improve the present position of WHCT in the Hartford market during the free viewing periods.

**Big Help**... The American Association of Newspaper Representatives deserves a big hand for recommending the establishment of a uniform newspaper discount structure. While one might ordinarily assume that this is the job of the Newspaper Adver-

tising Executives Association, it is certainly logical that the representatives, being closest to the sources of business, could do the best job on the basis of buyer suggestions. Buyers are now waiting for widespread adoption of a general plan that will make the purchase of newspaper space less complicated. Meanwhile, hats off to the representatives.

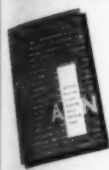
**Hot Topic**... A research job to be done is measuring the emotional environment of various media, in the opinion of Robert E. Britton, vice president for marketing-media-research, at MacManus, John & Adams. The importance of emotional involvement of a reader, listener, or viewer has been taken into consideration through media content, by every good media buyer for years. *Look* magazine has used this angle in selling its editorial concept, crediting its circulation growth to its emotional appeal. The Television Advertising Bureau developed a complete presentation on TV's emotional involvement with its viewers more than two years ago. The weekly newspaper's high readership is certainly based on this. *Measuring* it, however, will probably prove to be a horse of another color, particularly for the general media, when you consider the variety of subjects covered. It seems that measuring emotional involvement is one piece of research that very few buyers of advertising are anxiously awaiting. What frightens them is the projections.

**New Pitch**... Space buyers have been noting with interest that *TV Guide* recently started actively selling its space against *Life*, *Look*, and *The Saturday Evening Post*. With its circulation concentrated around the big television markets, rather than spread out in every hamlet in the country, *TV Guide's* high family coverage in its regional areas seems to be finally getting recognition.



NOW ... TWO NEW READERSHIP SURVEYS PROVE

## YOU SELL 2 BIG AUTOMOTIVE MARKETS WITH JUST 1 AUTOMOTIVE PUBLICATION



### MARKET NO. 1 CAR AND TRUCK DEALERS

AUTOMOTIVE NEWS is the Number 1 publication in readership and preference among car and truck dealers!

This and other facts that are important to your selling picture are presented in a new readership survey, *What Automotive Publications Do Car and Truck Dealers Read and Prefer?* R. L. Polk reports state-by-state the readership and preference of all automotive publications.

Whatever automotive product you manufacture or sell, the car and truck dealer is the man who is in constant touch with your ultimate customer ... the man who is so highly influential in the sales of your products ... the man you must reach.

And AUTOMOTIVE NEWS is *his* publication! That's why so many advertisers already depend on AUTOMOTIVE NEWS for complete coverage of the vital car and truck dealer market. They know that state by state, week after week, dealers rely on the Newspaper of the Industry. And that's why you should look to AUTOMOTIVE NEWS for the kind of coverage that means greater sales for you ... on the dealer level!

#### THE MOST INFLUENTIAL PUBLICATION IN THE AUTOMOTIVE INDUSTRY

##### REPRESENTATIVES:

**DETROIT:** R. L. Webber, William R. Maas, Ray Malihan, 965 E. Jefferson, Woodward 3-9520  
**NEW YORK:** Edward Kruspek, Howard E. Bradley, 51 E. 42nd St., Murray Hill 7-6871  
**CHICAGO:** J. Goldstein, Bill Gallagher, 360 N. Michigan Ave., State 2-6273  
**SAN FRANCISCO:** Jules E. Thompson, 681 Market St., Douglas 2-8547  
**LOS ANGELES:** Robert E. Clark, 4000 Sunset Blvd., Hollywood 3-4111



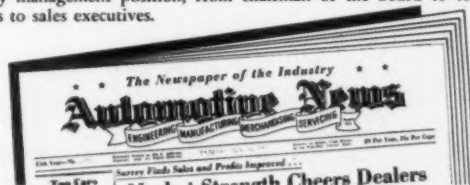
### MARKET NO. 2 AUTOMOTIVE MANUFACTURERS

AUTOMOTIVE NEWS is the Number 1 publication in readership and preference among Automotive Manufacturers.

This is the finding of a new independent readership survey, *How To Reach The Men Who Have The Buying Power In America's No. 1 Industry* ... a survey that is available to you now ... a survey that is truly *must reading* if you want to reach the men who make the buying decisions.

This survey, conducted by R. L. Polk, determined readership and preference among men in the following titles: Chairman of Board, President, General Manager, Ass't General Manager, Vice-President, V/P Engineering, V/P Sales, General Sales Manager, Ass't General Sales Manager, Car/Truck Sales Manager, Chief Engineer, Engineering, Manufacturing, Styling Executives, Purchasing Director, Service Manager, Advertising, Sales Promotion, Mdse. Manager, Public Relations.

AUTOMOTIVE NEWS means complete, across-the-board coverage of every key management position, from chairman of the board to top engineers to sales executives.



# When you think Pennsylvania, think Philadelphia, Pittsburgh—and Erie!



Erie is unquestionably the 3rd city in the state of Pennsylvania, holding down this position in both population and effective buying income.

■ What's more, Erie is growing—and fast. Specifically, it leads all major\* Pennsylvania cities in population growth since the 1950 U.S. Census. ■ Consider also Erie's above-average sales potential. For instance, average earnings by industrial workers are 2nd among Pennsylvania markets. And more households fall among the top three income brackets than in any other major\* Pennsylvania city. ■ To win consumer loyalty in this dynamic Pennsylvania market, all you need is The Erie Times & News.

Sources — Population: 1950 & 1960 U.S. Censuses. Effective buying income and households by income brackets: 1960 Sales Management Survey of Buying Power. Earnings data: Pennsylvania Bureau of Employment Security.

**The Erie Times** *evening*

**The Erie News** *morning*

**The Erie Times-News** *Sunday*

Represented by The Katz Agency, Inc.

#### LOOKING FOR A NEW PLANT SITE?

Write Erie Chamber of Commerce for detailed brochure on Erie Industrial Park: 225-acre, centrally-located plot offering ideal water, rail, highway transportation; proximity to major markets; skilled labor force.

\*100,000-and-over population.

## Letters from Readers

### APPERCEPTION

In your February issue, on page 88, you published a piece called "New Words to Conquer" in which you define, among others, the word "apperception."

Your definition is, "... the individual's realization or awareness of what is going on in his mind."

This is not the most commonly accepted definition, and the definition is important. *Business Week* will release, in April, what we believe to be significant research in the apperception area.

The Thorndike-Barnhardt Dictionary says apperception is, "assimilation of new perception by means of a mass of ideas already in the mind."

Webster's Language Dictionary of the American Language is clearer. Thus, "apperceive": "to interpret (new ideas, impressions, etc.) by the help of past experience."

Another way of putting it is, apperception involves an idea, already in the mind, that influences the interpretation of what is newly seen.

Our forthcoming research report deals with the *established expectations* (apperceptions) of the regular reader of a publication—and their influence on the attention he gives the advertising it carries.

RICHARD H. LABONTE

Promotion manager, *Business Week*.

### BY THE NUMBERS

Those of you who endured basic military training will recall that quaint procedure known as "by the numbers." For benefit of the uninitiated, "by the numbers" is an Army training device in which step in a sequence to be learned (as in handling a rifle) is given a number. "By the numbers" was, and probably still is, the military equivalent of counting on your fingers.

I submit to a jury of my advertising peers that a certain amount of media buying today is done by the numbers—in the literal as well as figurative sense of the term.

By this I mean that (1) circulation numbers are sometimes given undue emphasis as a factor of media measurement, and (2) statistics are often

made to count more than editorial values.

Now before you flip the page with the subliminal observation that this opinion is advanced by a disgruntled space salesman representing a magazine with an unverified circulation of 69 copies, let me say this. I am a thoroughly *grunted* space salesman representing a group of national magazines with an ABC-audited circulation of several millions. I am in this thing strictly on principle.

That's why it did my heart good recently to hear one of the most respected names in the media-buying business say

- that he was as interested in the *soul* of a publication as in its *statistics*;
- that he was as interested in its editorial premise and purpose as in its cost per M.

These are not direct quotes from William E. Matthews' talk at a breakfast meeting in the intimate confines of the Biltmore ballroom. But they do represent the gist of it. To me, this gospel of Mr. Matthews makes considerable sense.

Like Mr. Matthews, I refuse to believe that circulation numbers outweigh editorial vitality.

KEN HALL

Scholastic Magazines, New York.

### USE OF MEDIA/SCOPE

I read each issue from cover-to-cover, picking out those articles of special interest to individuals in our group. The copy is then routed with a note pointing out what I feel is significant to each person. After reading, the copy is put into a binder for permanent reference.

Needless to say, we get a lot of use out of each issue.

CLIFFORD BADGER

Media director, J. Walter Thompson Company, San Francisco.

### ADVERTISING RESPONSE

Just a short note to say thanks for publishing *MEDIA/SCOPE*. In my opinion, it is one of the finest and most interesting trade magazines in our field. In particular, I find George Benneyan's series, "Adventures in



Promotion." absolutely fascinating reading.

Advertising-wise, we have enjoyed greater response from our advertisements in MEDIA/SCOPE than in any of the other trade magazines we have used over the past years.

EDMUND M. LASSUS

Director of sales promotion, *Baby Talk*, New York.

#### ATLANTA

I have just read your "Atlanta: The Market and Its Media" (MEDIA/SCOPE December 1960). It is an excellent marketing and media study, concise but complete and informational.

Allow me to congratulate you upon MEDIA/SCOPE, one of my favorite trade publications. You are doing an excellent job. Keep up the fine work.

THOMAS P. MAGUIRE

Media director, Maxon, Inc.

#### LETTER FROM SWEDEN

I want to thank you for the most stimulating business publication so far sent from the U. S. to Sweden—that is MEDIA/SCOPE.

I would be very glad to inform you later on in detail what your publication means to us in the space market in Sweden.

Today I herewith request 20 copies of your check list, February, point-of-purchase, sent by return.

BJORN JENSEN

Stockholm, Sweden.

#### NEWSPAPER DISCOUNTS

I have just read carefully your article, "The Exciting Growth of Newspaper Discounts" (MEDIA/SCOPE February 1961).

I congratulate you on doing such an excellent and thorough piece on this subject, and at the same time thank your organization for its fine help in reporting so accurately on this subject.

We are confident that we will soon have a high degree of uniformity in newspaper rate structures to give us the opportunity to induce their advertisers to buy economically the campaign-type advertising that should be running in newspapers.

FRANK STAPLETON

The Branham Company, national advertising representatives, New York.

#### OUTSTANDING

I have gone through the complete issue of February MEDIA/SCOPE, and it is OUTSTANDING. I particularly liked the article, "Procedures in Media Selection for an Industrial Client," by Robert C. May, and, of course, the article on "Franchise Circulation" by Howard G. Sawyer. I thought Mr. Sawyer did an excellent job also in his "A Broader BPA Is Urged."

PAUL WARNER

Sales manager, *Mill & Factory*.

#### WISH FOR PROSPERITY

I sincerely hope MEDIA/SCOPE will continue to prosper. It is certainly greatly appreciated by the industry.

DONALD J. AGNEW

Montreal advertising manager, Time International of Canada, Ltd., Montreal.

#### BUYING OUTDOOR

A continual problem in buying outdoor advertising is the need to balance the always available—and invariably impressive—traffic counts with the needs of the product and the sales requirements. Obviously, high-circulation freeway locations do not sell cake mix so well as locations which are adjacent to super markets.

Outdoor's emphasis upon the circulation factor is not the entire story and cannot be considered by itself. In addition to other quantitative factors such as space-position value and the number of single and multi-face panels, the type of coverage which is being delivered is of great importance to the success of any outdoor showing. Although there is a trend towards supplying specialized coverage for various types of products, this is not widespread enough to enable the buyer to sit in his office and buy a specialized showing intelligently.

A solution to this problem would possibly be for the outdoor plants to set up food coverage packages, soft drink packages, etc., which would guarantee the buyer the type of showing which is needed to meet the needs of the product and the sales requirements. Naturally, circulation should not be discounted or minimized, but should be balanced against these other important factors.

HERBERT MARVIN

Outdoor buyer, Lennen & Newell, Inc. ■

When you think  
Western New York,  
think Buffalo,  
Rochester—and Erie!



For many advertisers Erie, Pa., is an integral part of Western New York, inseparably linked, for marketing purposes, with Buffalo and Rochester. ■ Considered as a New York market, Erie is the 4th city in population, 5th in effective buying income, outside Metropolitan New York. ■ Erie is a market of above-average sales potential, too. For instance, average manufacturing employment for 1960's first 11 months was ahead of 1959. And population, between 1950 and 1960, increased at a faster clip than in four of the five leading "upstate" cities. ■ To win consumer loyalty in this dynamic New York market, all you need is The Erie Times & News.

Sources — Population: 1950 & 1960 U.S. Censuses. Effective buying income: 1960 Sales Management Survey of Buying Power. Employment data: Pennsylvania Bureau of Employment Security.

The Erie Times *evening*

The Erie News *morning*

The Erie Times-News *Sunday*

Represented by The Katz Agency, Inc.

LOOKING FOR A NEW PLANT SITE?  
Write Erie Chamber of Commerce for detailed brochure on Erie Industrial Park: 225-acre, centrally-located plot offering ideal water, rail, highway transportation; proximity to major markets; skilled labor force.

# Does your media schedule reach the right families?



Your best space buys are likely to be the magazines that reach the right families for your particular product.

And if you're using tv too, you'll need to know your *combined* magazine/tv audience . . . how *many* families you are reaching . . . *where* they are . . . and, whether they are the type of people or homes who buy your product.

Nielsen Media Service now provides these needed marketing facts for the first time . . . on a continuing basis . . . using industry-accepted techniques . . . for agencies, advertisers, and publishers.

## FOR ALL THE FACTS

CALL . . . WIRE . . . OR WRITE TODAY

NEW YORK 22, NEW YORK  
575 Lexington Ave., MURRAY HILL 8-1020  
CHICAGO 45, ILLINOIS  
2101 Howard St., HOLLYCOURT 5-4400  
MENLO PARK, CALIFORNIA  
70 Willow Road, DAVENPORT 1-7700



# Nielsen Media Service

providing actionable facts on magazine/tv audiences for marketing decisions

A. C. Nielsen Company • 2101 Howard Street, Chicago 45, Illinois • HOLLYCOURT 5-4400



What happened?

## In one month...200,000 orders to fill !

In response to November Family Circle, homemakers sent in 200,000 coupons and \$155,000 for items offered editorially. Readers bought 110,000 packages of papercraft Christmas decorations; 15,000 kits of gifts-to-sew; 75,000 patterns for knitwear. That's what happened in just one month, but the response is typical of what happens *every month*.



**FOR  
HOMEMAKERS  
ONLY**

When more than 5,250,000 homemakers read their copies of Family Circle, they snip coupons (as many national advertisers can testify)...they make up shopping lists and go buy (we have figures on that too). They respond to the editorial pages and the advertisements because Family Circle is *their* magazine, written for homemakers only.

# REPORT to paper and pulp industry ADVERTISERS

## ALLERGIC TO READERSHIP SURVEYS?

Everybody grants that, in the final analysis, it is *readership* of a business publication that establishes its ultimate value. Not circulation, which at best only takes a magazine to a man's desk. Not circulation method, though there is much to be said for the paid system. Not editorial content alone, because what's in a magazine doesn't register until it's read by the people you want to reach. The final, consummating act that counts is, and has to be, *reading*.

Other day we looked over some 30 surveys on readership of magazines in this field, each conducted independently of any publication, most to a manufacturer's own list of customers and prospects. PAPER TRADE JOURNAL did not "win" all these surveys, but we did come out on top in the grand total—on both mentions and preferences. Where we weren't on top we were a strong second. If you're not hopelessly allergic to readership surveys and still have an interest in this unbiased evidence of true readership, let us know.

## HOW EDITORS DO TALK

We cornered our chief editor the other day, and asked him bluntly, "Where does PAPER TRADE JOURNAL fit in the field?"

"That's easy," he replied. "We're bounded on the north by Tappi, a highly technical publication that specializes in the chemistry of pulp and paper production... the long hair stuff.

"On the west and south," he continued, "we're bounded by general trade publications, mostly monthlies. This leaves us slightly north of center, the only magazine in the field that specializes in practical technical information for mill management, plus news and trends every week.

"You might like to know, too, that all four 'writin' editors on PAPER TRADE JOURNAL have had practical paper mill experience and are graduates of technical schools.

"Also..."

"Never mind now," we interrupted. "This is all the space we got this time."

## PAPER TRADE JOURNAL

49 West 45th Street, New York 36, N. Y.

## Media/quotes

### MEDIA AND COPY

A die hard marketing, media, or research man who thinks the creative boys are just unnecessary evils who scratch out a few words and pictures to comply with our strategies is never going to be a team member that makes this match come off.—ROBERT E. BRITTON, v.p., MacManus, John and Adams, before Radio and Television Executives Society, New York.

### 200 MILLION IMPRESSIONS

Before 1957 drew to a close, we could count up 200 million consumer impressions. We built this near-spectacular total in many ways, of course. There were the half-million people who personally walked through the care-free homes built in their respective localities. There were another 40,000 who received the handsome brochure on the home. Another million received a smaller piece of descriptive literature. And to keep the record straight, we would have to tally the 75 million impressions registered on our two network television shows.

All of these were valuable and effective methods of communication with our market—both in its "retail" and its "wholesale" divisions. But a house is a special kind of purchase. Not the impulse buy like toothpaste or food items. Instead, it is a "considered purchase," made on the basis of long, careful, reflective consideration.

That is why we attach so much importance to the use we made of magazines, for the man and woman reading a magazine do so in times of calm, uninterrupted leisure—they read carefully, considerably, and what they absorb sinks in to form a firm and lasting influence on their buying actions. So when we count our magazine impressions, we give them special weight. What were they? How did we get them? Well, we began with *Better Homes & Gardens* and *House Beautiful*, using a full-color, four-page message on care-free homes that, counting primary circulation and pass-along readership, counted up to 16 million impressions. Besides this spearhead approach, we developed promotions and publicity through such additional publications

as *House & Home*, *American Builder*, *Practical Builder*, *New Homes Guide*, and *Interiors*—along with an impressive list of newspapers—and ran our total all the way up to 105,700,000 impressions of our selling message.—RONALD E. WEBER, advtg. group head, Building Products Div., Aluminum Corp. of America, before MPA, Chicago.

### MULTIPLE STANDARDS

Our failure, as managers, I think, is in downgrading our own efforts by inattention and by multiple standards.

Let me illustrate:

The head of one of our great agencies has referred to business paper advertising in a speech by starting a sentence: "Even the lowly trade paper ad..."

Is it lowly to the client who is paying the bill? Is it lowly to the customer engineer who goes to the trade paper for information? Or is it only lowly to men assigned to create it—made lowly by the definition of their president? Can you give your ungrudging best to an assignment your boss dismisses as insignificant? Is it morally right to have one standard of excellence for *Life* and another for *Factory*; one standard for a national advertiser in the *New York Times* and another for a retailer selling in the *Decatur Herald-Review*?—WILLIAM A. MARSTELLER, chairman, Marsteller, Rickard, Gebhardt and Reed, before Southwest Council of AAAA, New Orleans.

### RATE COMPLICATIONS

Let's take Johnson Shoe Polish hi-fi insert. I was amazed when I learned of some of the complicated rate situations that had arisen in connection with this insertion. We ran it. We charged it at our black-and-white card rate, less the cost of the newspaper involved in the press run. There was no rate discount involved. The pre-printed rolls were delivered to the paper pre-paid. There was no hauling charge, as in the case of regular newspaper shipments to our paper. We used the reverse side of the paper for regular news and advertising.


And, furthermore, we looked upon this hi-fi insert as an attractive part  
(Continued on page 26)

It's easy to... because facts for y and Buying This value different in clothing, a everything reports are

NEW YORK  
ROBERT T. DEVLIN  
320 Park Ave.  
Floor 2-31

Media/scope, April 1960

Guide to sharper  
media buying



Only one Philadelphia  
newspaper gives you  
needle-sharp focus on  
"Product Use" in Delaware  
Valley, U.S.A.

It's easy to know "who buys what" in Delaware Valley ... because The Philadelphia Inquirer has the vital facts for you in its Continuing Study of Product Use and Buying Expectations.

This valuable aid to sales planning covers more than 140 different items in grocery and automotive products, clothing, appliances, home furnishings and just about everything you can name. More than 280 different reports are available. These reports also tell you what

newspapers are read by purchaser households, as well as households planning to buy.

The Inquirer Continuing Study of Product Use and Buying Expectations is the most comprehensive analysis of consumer buying habits ever made by any Philadelphia newspaper. If you don't have this important tool for gauging the present and future customer pattern in Delaware Valley, U.S.A., ask your Inquirer representative for a copy.

## The Philadelphia Inquirer

*Good Mornings begin with The Inquirer for 1,504,000 adult daily readers*

NEW YORK  
ROBERT T. DEVLIN, JR.  
220 Park Ave.  
PLaza 2-3120

CHICAGO  
EDWARD J. LYNCH  
20 N. Wacker Drive  
ANdover 3-6270

DETROIT  
RICHARD I. KRUG  
Penobscot Bldg.  
WOodward 5-7260

SAN FRANCISCO  
FITZPATRICK ASSOCIATES  
155 Montgomery St.  
GARfield 1-7946

LOS ANGELES  
FITZPATRICK ASSOCIATES  
3460 Wilshire Blvd.  
DUNKirk 5-3557

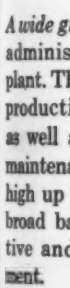
MIAMI, FLORIDA  
STORY, BROOKS & FINLEY, INC.  
121 S.E. First St.  
FRanklin 3-0015

Media/cope, April 1961

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## READERS

## EMPHASIS

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and tech



You're advertising to the all-industry market. Your campaign theme is **application and use** of your equipment.

### In which all-industry publication will these ads work best?

There are three of them—all directed to "all industry"—primarily manufacturing. All are directed to

individuals in "plant operating" functions. But only one offers your advertising the powerful advantage of a compatible editorial climate that *preconditions* the readers for your *application and use* sales approach.

Can you identify them from the brief description shown? Which one would you pick for your "applications and use" campaign? First read the descriptions of all three. *Then lift tape at bottom of page.*

PUBLICATION A?	PUBLICATION B?	PUBLICATION C?
<i>Management approach to plant operations on — personnel, methods and plant ideas on an administrative-management basis.</i>	<i>Technical approach to plant operations on — equipment and facilities on a how-to-apply-and-use basis.</i>	<i>Technical approach to plant operations on — structures and facilities on a how-to-install-and-maintain basis.</i>
<i>A wide group of individuals who administrate operation of a plant. Those in personnel/cost/production/inventory control as well as manufacturing and maintenance. Not necessarily high up in management but a broad base across administrative and operating management.</i>	<i>A concentrated group of individuals who direct the operations of a plant. Those directly in charge of manufacturing and maintenance... with engineering and managerial responsibility over equipment, materials, methods and systems used throughout the plant.</i>	<i>A narrow group of individuals who assist in the operations of a plant. Those in engineering of buildings, yards, facilities, housekeeping, maintenance. Not necessarily in application-and-use engineering, such as manufacturing production, industrial engineering or plant operating management.</i>
<i>Administrative type editorial reporting of plant and equipment trends, on a paperwork dollars and cents approach. Management editorial covering personnel, buildings and methods areas, as opposed to emphasis on engineering and technical equipment. More on ideas, trends and management and techniques.</i>	<i>Applications engineering type editorial reporting on applying and using equipment, materials, methods and engineered systems in operation and maintenance of a manufacturing plant. More engineered systems editorial incorporating related equipment and products as opposed to straight product reporting.</i>	<i>Facilities engineering type editorial reporting primarily on construction, installation and maintenance of — buildings — services — equipment — in that order of importance. More product type editorial reporting as opposed to materials, equipment, methods and systems engineered for use in all operations of the plant.</i>

**ANSWER:** Of the 992 sales and advertising professionals who identified publications in a recent survey\* using similar definitions, 564 — 57% named publication B as **MILL & FACTORY**. If your equipment is "technical" you need the compatibility of **MILL & FACTORY's** engineering

type editorial. It reports on the application and use of equipment, materials, methods and engineered systems in the operation and maintenance of a manufacturing plant. **MILL & FACTORY** IS the publication where **equipment application and maintenance** advertising works best.

*\*Conducted by Ross-Federal Corp. Copy on request.*





## Value-wise... The Gap Widens!

With over 618,000 circulation, the Journal-American's \$3.07 milline rate is \$.61 lower than the second New York evening newspaper and \$1.82 lower than that of the third!

As Journal-American weekday circulation has gone UP, the milline rate has gone DOWN. It's exactly the opposite with the two other New York evening newspapers—lower circulation and higher cost. The Journal-American's milline rate is now 16.6% below the second evening newspaper and 37.2% lower than that of the third! The Journal-American is New York's greatest buy for home-going evening circulation.

*Are your advertising plans getting full value from this significant fact?*

NEW YORK  
**Journal-American**

Represented Nationally by Hearst Advertising Service Inc.

Based on National Advertising Rates and A.B.C. Publishers' Statements for 6 months ending September 30, 1960.

(Continued from page 22)

of our newspaper. I only wish we could get this kind of business on the same terms every publication day.

Newspapers almost lost this entire advertising program because of the rate complications. Some papers wanted handling charges. Others felt that there should be a color premium charge, and so on.

Believe me, I am not quarreling with the interpretations of rate schedules as applied by individual newspapers. I am just citing these observations, not necessarily in a critical manner, but in the hope that newspapers will remove the very obvious "road blocks" that are making it difficult for advertisers to use our columns.—FRANK J. BLEWITT, advertising mgr., Scranton (Pa.) Times, before PNPA-IAMA conference, Harrisburg, Pa.

### FREQUENCY ADVERTISING

Back in 1850, here's what P. T. Barnum had to say about frequency advertising.

"The reader of a newspaper does not see the first advertisement; the second insertion he sees but does not read; the third insertion he reads; in the fourth advertisement he looks at the price; the fifth he speaks of to his wife; at the sixth insertion he is ready to purchase; and after the seventh insertion he buys."

This was P. T. Barnum 111 years ago. It is time for progress. Similar statements today *without* supporting research have no place in our new frontiers of newspaper selling.

To be effective in selling continuity advertising, newspaper salesmen *must* be able to demonstrate and predict the effects of multiple advertising.

They should be able to say something like this:

"A newspaper advertisement receiving 25 per cent women's noting, run 12 times, will be noted by a total of 80 per cent of the women, an average of four times each. The second exposure will double brand familiarity. You will need three conscious advertising impressions to quadruple the believability of your advertising claim, and you will require all 12 exposures to double the reader's willingness to buy.—FRED W. PIERCE, v.p., Jann & Kelley, Inc., before NAEA of the Carolinas, Charleston, S. C.



## SOMETHING MISSING . . .

. . . (like California without the Billion-Dollar Valley of the Bees). Perhaps you're serving up a terrific advertising campaign elsewhere in California, but you're empty-handed as far as the 27 prosperous counties of inland California are concerned unless you're using the McClatchy Bees. No other newspapers reach this important California market *in depth*. And McClatchy offers you 3 discount plans.\*

*Data Source: Sales Management's 1960 Copyrighted Survey*



## McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

\*McClatchy gives national advertisers discounts on bulk . . . frequency . . . or combined bulk-frequency. Check O'Mara & Ormsbee for details.





The Land

# Counterpane...

*When I was sick and lay a-bed,  
I had two pillows at my head,  
And all my toys beside me lay  
To keep me happy all the day.*

*And sometimes for an hour or so  
I watched my leaden soldiers go,  
With different uniforms and drills  
Among the bedclothes, through the hills;*

*And sometimes sent my ships in fleets  
All up and down amid the sheets;  
Or brought my trees and houses out,  
And planted cities all about.*

*I was the giant great and still  
That sits upon the pillow-hill,  
And sees before him, dale and plain,  
The pleasant land of counterpane.*

— Robert Louis Stevenson



Maybe it's leaden soldiers... or ships in fleets... or little toy cities... sent by the WLW Stations to children in hospitals that help keep them "happy all the day."

We hope so. Over the past nineteen years, the Crosley Broadcasting Corporation Ruth Lyons Annual Fund has collected almost two million dollars for children in thirty-four hospitals, with last year's record contribution of over \$315,000.00.

This is more than the policy... this is the spirit of the WLW Stations — to serve their communities in every way, especially to remember those who are forgotten... like the little "giant great and still that sits upon the pillow-hill."

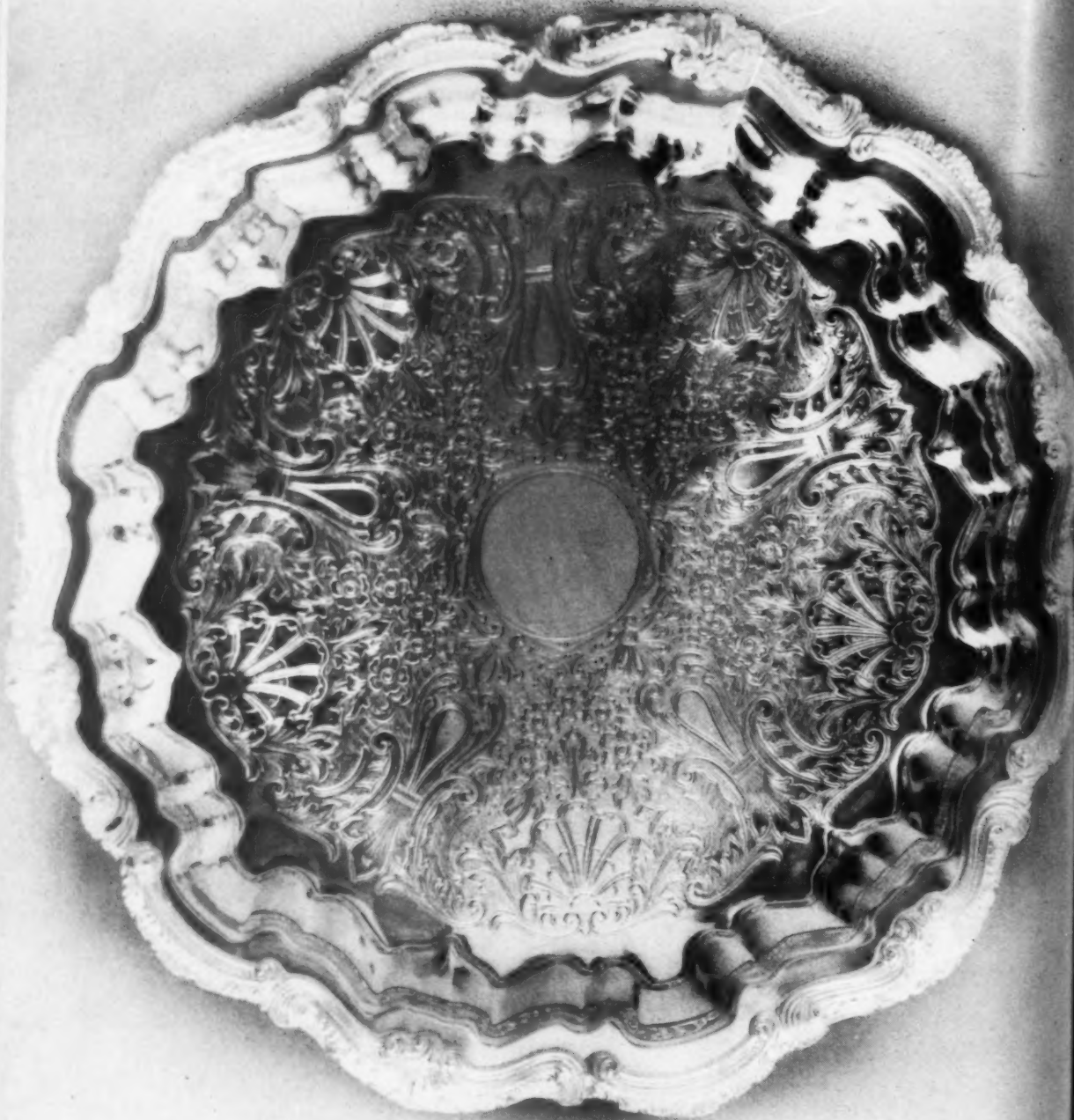
Naturally, we are proud of our reputation in the communications industry. But we are most proud when our ratings and statistics, when our business and technology are pleasantly lost for priceless moments in such lands of counterpane.

Yes, this is our pride — but also our privilege.



Crosley Broadcasting Corporation,  
a division of **Arco**





## On a Silver Platter

Help yourself to *the best the West has to offer*. For the first time — it's yours on a silver platter. ABC Radio West—combining these great networks—ABC Pacific, Intermountain and Arizona—covering ten Western states with 104 radio stations. Now this completely new radio network is ready to help you serve 26,000,000 people who make up the fastest growing region in the United States. Western families are growing faster — spending more money for more products — fast becoming the most prosperous marketing area in the country.



Now ABC Radio West offers every national advertiser — every Western regional advertiser the kind of programming that westerners listen to and enjoy. Western favorites such as Frank Hemmingway and Cliff Engle. Along with News, Weather & Sports, presented in the West by the West, for the West.

So have one, one great new Western Network — one more great new advantage for you with ABC Radio

### ABC Radio West

Represented Nationally  
by Avery-Knight  
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# Annual Media Awards Winners



## **PUBLIC STATEMENTS**

### **BRONZE PLAQUE**

Ernest A. Jones  
William A. Marsteller

### **CERTIFICATES OF MERIT**

Benton & Bowles, Inc.  
John P. Cunningham  
Grey Advertising, Inc.  
Frank Rose

## **MEDIA RESEARCH**

### **BRONZE PLAQUE**

*The Saturday Evening Post*

### **CERTIFICATES OF MERIT**

Crosley Broadcasting Corporation  
*Electromechanical Design*  
*U. S. News & World Report*  
*Woman's Day*

## **MEDIA TECHNIQUES**

### **BRONZE PLAQUE**

Pillsbury Company  
and  
Campbell-Mithun, Inc.

### **CERTIFICATES OF MERIT**

Art Instruction, Inc.  
WNBC-TV  
Eagle Pencil Company  
Purex Corporation, Ltd.



**JUDGING MEDIA TECHNIQUES:** 111 entries have been studied, and Judges are now making their final five selections from the top 15. Left to right are Richard P. Jones, Joseph P. Braun, and Lee Cuth.

**JUDGING MEDIA RESEARCH:** 116 entries being studied by Judges in session at Harvard Club of New York City. Left to right are Robert Lindsey, Dr. Darrell B. Lucas, and Dr. Lyndon O. Brown.



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Media/ images, Ap

# Classification 1: Public Statements

"To an individual or an organization for a contribution to creative media thinking as expressed in a public address, published article or book, or in other document."

## BRONZE PLAQUE TO ERNEST A. JONES AND WILLIAM A. MARSTELLER

### Certificates of Merit to

**Benton & Bowles, Inc.,  
John P. Cunningham,  
Grey Advertising, Inc.,  
and Frank Rose**

Ernest A. Jones and William A. Marsteller were the joint winners of the Bronze Plaque. The judges were tied for first choice, so the Award was made to both, with each receiving a copy of the Plaque jointly inscribed.



Mr. Jones received recognition for his address, "Take Me To Your Reader!" which he delivered before the Magazine Promotion Group in New York. Mr. Jones urged measures of the "ego involvement" of the reader with magazines or any vehicles which carry advertisements. He maintained that the measurement of emotional environment of various media is a major variable between successful advertising and failure. He defined ego involvement as the basic feeling of a reader or viewer toward

a particular medium. He lamented any lack of the ability and desire of the population to read and the current generations of "un-readers." He urged a promotional crusade for the sponsorship of reading "with all the means at our disposal."



Mr. Marsteller's Award was based upon his addresses and articles in the support of comparable audits of business publications. One of these appeared in MEDIA/SCOPE in June 1960, and was entitled, "How To Get a Common Audit of Business Publications." The entry nominating Mr. Marsteller claimed that largely as the result of these activities both the Audit Bureau of Circulations and the Business Publications Audit of Circulation have proposed new and revised audit forms.

### CERTIFICATES OF MERIT

**Benton & Bowles, Inc.** For the conception, analysis, and presentation of "attentiveness" as an important dimension of the advertiser's use of TV programing. This piece of agency research was presented in New York at the Sixth Annual Conference of the Advertising Research



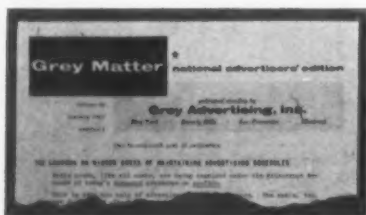
Foundation by Dr. Arthur H. Wilkins, vice president and director of advertising and developmental research for Benton & Bowles. Dr. Wilkins' address was entitled, "Finding Program Values That Are Not in Ratings." Dr. Wilkins stated that his company sought to find in its study of television testing methods how ac-



curate were the memorability scores it developed. "Specifically, we want to find out whether these scores were influenced by factors extraneous to the commercials themselves, particularly the activities in which members of an audience are engaged while watching TV, such as knitting, entertaining guests, or where the viewers are "just viewing TV" and doing nothing else. The research found that programs vary in the average attentiveness of their audiences by more than 20 percentage points, and that those who watch the program attentively are more likely to see and remember the commercials it carries.



**John P. Cunningham**, chairman, Cunningham & Walsh, Inc. For an address, "Television . . . Where Do We Go From Here," delivered before the Cleveland Advertising Club. In this address, Mr. Cunningham proposed three ideas for the television industry: (1) That networks and station operators assume full editorial responsibility for the medium; (2) That the television industry embark upon a long-term study to determine how much authority the sponsor should have in the control of programing; (3) That a cross country educational channel be cleared that is nationwide and non-commercial.



**Grey Advertising, Inc.** For a general study on "Trends in Media

## ANNUAL MEDIA AWARDS 1961

### GENERAL CHAIRMAN

**Newman F. McEvoy**  
Senior Vice President  
Cunningham & Walsh, Inc.

### JUDGES

#### Classification 1: Public Statements

**Robert B. Irons**  
Advertising Manager  
Standard Oil Company of Indiana  
Chairman of the Panel

**Richard C. Christian**  
President  
Marsteller, Rickard, Gebhardt and  
Reed, Inc.

**Reginald Dellow**  
Vice President, Media Director  
Grant Advertising, Inc.

#### Classification 2: Media Research

**Dr. Lyndon O. Brown**  
Senior Vice President  
Dancer-Fitzgerald-Sample, Inc.  
Chairman of the Panel

**Dr. Darrell B. Lucas**  
Chairman, Marketing Department  
New York University

**Robert Lindsey**  
Director of Research  
Batten, Barton, Durstine &  
Osborn, Inc.

#### Classification 3: Media Techniques

**Richard P. Jones**  
Vice President  
J. Walter Thompson Company  
Chairman of the Panel

**Joseph P. Braun**  
Vice President, Media Director  
Kenyon & Eckhardt, Inc.

**John H. Childs**  
General Manager for Advertising  
Texaco, Inc.

**Lee Currin**  
Vice President and Media Manager  
Benton & Bowles, Inc.

Costs, 1957-60" which was conducted in 1960 and presented in condensed form in the January 1961 issue of the company's publication, "Grey Matter." The study was designed to clarify the trends which have influenced the cost to maintain comparative market coverage over a period of time. Among the conclusions were: (1) It costs approximately 20 per cent more in real dollars for an advertiser to obtain the same schedule than it did four years ago in the three media studied, television, magazines, and newspapers; (2) The upward trend will continue in 1961; (3) The higher cost of maintaining media schedules brings into sharp relief the need for seeking maximum effectiveness in the total advertising program.



**Frank Rose**, media and research director, Russell T. Kelley, Co., Ltd., Hamilton, Ont. For an address, "Trade and Business Publications in Canada," delivered before the 38th International Conference of the Association of Industrial Advertisers in Washington, D. C. After describing the business press of Canada, he said that one of the problems faced by Canadian media selling business publication space in the United States was that U. S. advertisers tend to rely on the Canadian circulation of the American publications they were using to cover the whole field. He went on to analyze the Canadian and U. S. circulations of various publications, and also to describe their differences in editorial content. His conclusion was that Canada should be considered as a separate entity, having its own advertising budget just as any other export market.

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Media/scope, April 1961

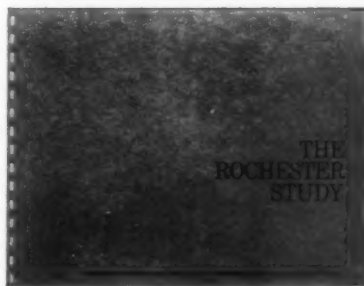
## Classification 2: Media Research

"To an individual or an organization for a significant contribution to media research which has served to improve the delineation of media or their markets."

### BRONZE PLAQUE TO THE SATURDAY EVENING POST

Certificates of Merit to  
Crosley Broadcasting Corporation  
Electromechanical Design  
U. S. News & World Report  
Woman's Day

The Saturday Evening Post was awarded the Bronze Plaque for "The Rochester Study," a piece of research conducted by Alfred Politz Media Studies. This is the first time that this top Award has been won twice by the same nominee. In 1959, *The Post* won the Bronze Plaque for its study of advertising page exposure, also produced by Politz. "The Rochester Study" attempts to measure the effects on the reader of one and two exposures to an advertising page. The study was said to be the first attempt at a precise measurement of brand familiarity and opinion under controlled conditions, where an advertisement was exposed twice, once, and not at all. Three equivalent samples of a total of 150 persons in subscribing households in Monroe County, N. Y., were used. Twelve advertisements were tested. It was found in respect to brand familiarity, that this increased from an index of 100



before exposure to an advertisement to 119 after one exposure and 136 after two. *Belief* in the advertiser's claim increased from 100 before exposure to 134 after one exposure and 161 after two. *Willingness to buy* the brand advertised increased from 100 before exposure to 124 after one exposure and 152 after two exposures. By exposure, *The Post* means only those which took place on different days. The familiar glue-spot technique employed indicates whether the read-

er opened a page on a particular day. It does not reveal how often the respondent opened the page during that day, although obviously he may have opened it more than once. (See MEDIA/SCOPE, "Value of Additional Exposures," July 1960, p. 11, for further details.)

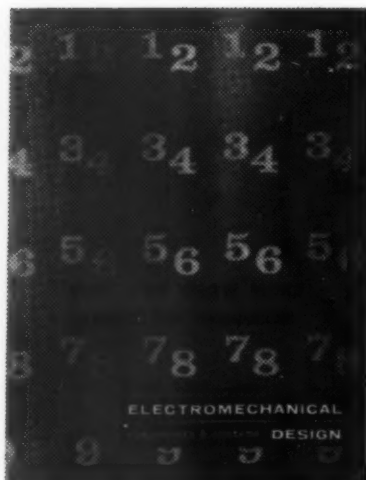
### CERTIFICATES OF MERIT

Crosley Broadcasting Corporation, Cincinnati, for a study, "The Effectiveness of Color vs. Black-and-White Television Advertising," conducted by Burke Marketing Research, Inc., Cincinnati. This three-months' study determined that use of color commercials on television increases product recall by color-set viewers by two-and-a-half times over black-and-white set viewers, and more than

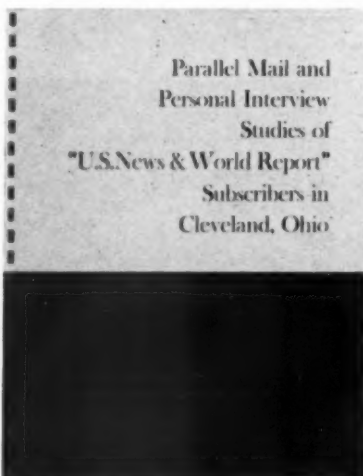


triples the impact of the advertisement. It showed that it takes 3,589 black-and-white set viewers to get the same commercial impact as 1,000 color-set viewers. In respect to persuasiveness, the study asked: "Did the advertising on the program say or show anything that made you want to buy the product?" Twenty-two per cent of color-set viewers answered affirmatively, against 13 per cent who saw the same show in black-and-white.

**Electromechanical Design**, published by Benwill Publishing Corporation, Brookline, Mass. For an improvement in the delineation of the market represented by the publication. This improvement consisted of providing qualified data on industrial classification, engineering function, and principal work areas and job titles of more than 30,000 design engineers. A Univac punch card input feeds a specially-designed Sriptomatic machine, which prints selective information. Holding any one or more of 18 industrial classifications constant while sensing across 38 job functions, this system selections to 684 industry-job categories among the publication's some 30,000 readers. Moreover, since the system restricts each qualified engineer to three job-function areas of interest, the information can be analyzed into 684 or 1,368, or 2,052 segments. Selec-

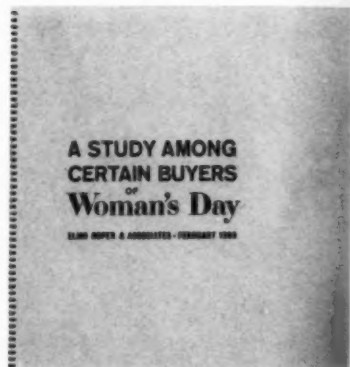


tion by industry and job function permits companies to reach the electromechanical original equipment market with catalogs, facilities brochures, or market research questionnaires to pinpoint their surveys or direct mail efforts.



**U. S. News & World Report.** For its "Parallel Mail and Personal Interview Studies of U. S. News & World Report Subscribers in Cleveland, Ohio," a study conducted by Crossley, S-D Surveys, Inc., in consultation with the Advertising Research Foundation. This project consisted of two studies. One was

conducted by mail, the other by personal interview. A total of 334 questionnaires was mailed, and another 334 were used in calls in the Cleveland postal area. Completion rate on the mail study was 80.1 per cent, on the personal interview study 81.4 per cent. The complete study indicated that there might be certain differences in findings between mail and personal interview for these causes: (1) Sample size; (2) Reporting by different members of the household; (3) Difference in non-response to some questions; (4) Understanding of a question and relative fullness of reply.



**Woman's Day.** For "A Study Among Certain Buyers of *Woman's Day*," conducted by Elmo Roper & Associates, in consultation with the Advertising Research Foundation. The research sought to find: (1) Why do women buy *Woman's Day* when they do? (2) What happens when the magazine is purchased? (3) Is the magazine bought for immediate reading? It found: (1) That there are few significant differences between late buyers and early buyers; (2) That all buyers tend to start reading the magazine immediately; (3) That while the use of *Woman's Day* starts immediately, it is not short-lived. At the end of a month, half of the buyers said they planned to read the study issue four times or more, and had in the meantime increased their claim of items read to 10.

## Classification 3: Media Techniques

"To an individual or an organization for a significant innovation in the use of media, in the sense of an imaginative or novel technique or device that may be part of a media plan, but is not necessarily the complete plan."

### BRONZE PLAQUE TO THE PILLSBURY COMPANY AND CAMPBELL-MITHUN, INC.

Certificates of Merit to  
Art Instruction, Inc.,  
WNBC-TV,  
Eagle Pencil Company,  
and Purex Corporation, Ltd.

The top Award, the Bronze Plaque, was presented to the Pillsbury Company and Campbell-Mithun, Inc., for Pillsbury's Best Flour prize recipe pre-printed insert for newspapers.



This insert was carried Jan. 24, 1960, in 52 newspapers as a supplement. Its success dramatized an opportunity for other advertisers and all newspapers to extend dramatically the potentials of local advertising for national advertisers. Local and general advertisers have utilized this technique on occasion, but not to the extent that the Pillsbury pre-printed

insert did. The agency stated: "The discouraging factors of cost, publisher reluctance to handle such units, local postal interpretations, the logistics of printing and distributing such a sizable unit (425 tons of paper) might easily have discouraged a less persistent advertiser even before facing into the obstacles that had never heretofore been confronted." Cost per thousand of the Prize Recipe insert, including printing, was \$2.85 per four-color page. The Prize Recipe unit proved to be a complete, single-package promotion with product advertising and strong reader interest recipes tying in with the company's baking contest, the Grand National Bake-off. (For further details see "Preprint Insert in Newspaper Pays Off for Pillsbury," by Robert I. Zschunke, MEDIA/SCOPE, October 1960.)

#### CERTIFICATES OF MERIT

Art Instruction, Inc., Minneapolis. For ingenious use of the comic strip technique and the Sunday Comics as a medium to tell in its own advertisement the story of how another advertisement on the same spread was constructed, thus, in effect, doubling the size of the Art In-

struction advertisement. A Betty Crocker Refrigerated Products advertisement (one-half page) was scheduled to run in the Sunday Comics.



Art work for this advertisement had been planned and executed by two former students of the art school. Art Instruction, Inc. took advantage of this fact, and of the story technique of the comics, to create another half-page advertisement for the same spread, referring to the art work of the Betty Crocker advertisement and telling how it was planned and rendered by the former students. Thus





## HOW MAY THESE NEW PRODUCTS AFFECT YOUR MARKETS?

New Products + New Customers = Changing Markets. That's the simple mathematics of marketing. The question is: How does one keep moving with changing markets for their own products? There are many ways, of course. But a good place to start is via the pages of **INDUSTRIAL EQUIPMENT NEWS**, the monthly reporter of "What's New" in equipment, parts, and materials.

But IEN is more than just a "market locator" for new and improved products. It has equal value in selling and re-selling established markets as well. Each month, IEN calls on 81,000 important buyers and specifiers in all industries. They read IEN for only one reason: Product Information. Product information that will help them solve their constantly changing needs in engineering, production and maintenance.

Only \$205 a month to help keep present markets sold and to search out new ones—a basic essential in any marketing program these days. Our new Media Data File shows you why. Send for it today. No obligation. **IEN**

## INDUSTRIAL EQUIPMENT NEWS

Affiliated with Thomas Publishing Company  
481 Eighth Avenue, New York 1, N.Y., OXford 5-0590



the Betty Crocker advertisement served as an illustration and case history for the art school advertisement. General Mills granted permission for use of this cross reference, and Metro Comics cooperated by placing the advertisements opposite each other on the same spread. The Betty Crocker advertisement also gained readership from the reference to it in the art school advertisement.



**WNBC-TV.** For program, "Fashion Is News," the use of color television on a local basis by a major retail store to introduce new styles. "Fashion Is News" was created by WNBC-TV and was accepted by Macy's. The show appeared on Sunday, Mar. 13, 1960, starring Dave Garroway and Dina Merrill and Macy's copies of spring imports from Europe's style capitals. It was presented in "living color." The sales results were so successful for Macy's

that it came back for a second show in the fall of 1960. For WNBC-TV the event opened a whole new area of potential sales among retail accounts. New retail business helped swell local times sales in 1960 to an all-time high.



**Purex Corporation, Ltd.,** South Gate, Calif. For its sole sponsorship of NBC-TV productions that tactfully dramatize and authenticate feminine problems that have detrimental effects on feminine, and in turn, family happiness and stability. "Purex Specials for Women" presented in 1960 were "The Cold Woman," "The Trapped Housewife," and "The Working Mother." The specials are being continued in 1961. Purex does not censor the programs, but relies upon the network to provide the best possible entertainment with dignity and good taste. Sponsorship of the specials accounts for some 50 to 60 per cent of the Purex budget.



**Eagle Pencil Company.** For use of business publications that combined the features of direct mail, with a four-page insert carrying the company's actual product. The company decided that it needed a dramatic method of bringing its StickPen to the attention of stationers, purchasing agents, and office managers.

The insert carried one of the pens, and a coupon was used so readers could write in for another sample. More than 20 per cent of the combined readers of the three business publications used sent in coupons, and orders for the pens in the first three months exceeded estimates by 40 per cent.

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April 1961

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## keep selling with the persistence of Outdoor!

TV and Outdoor—a smart combination! Work them together in your media mix. TV for demonstration impact. Outdoor for persistence. Outdoor's persistence...its continuity of sell turns your TV idea into a 30-day commercial. Outdoor does this in full color and big size, close to the point of sale.

*The reach:* 94% of car-owning households.

*The frequency:* 21 times a month.

You reach more people, more often at less cost in Outdoor than in any other primary medium. Ask an OAI man to show you how a small shift of your media dollars can add the persistence of Outdoor to your marketing plan.

**OUTDOOR  
ADVERTISING  
INCORPORATED**



With offices in: Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle.

## Men of the Month in Media

### New BPA Chairman

Moving front and center in the controversy over management of audits in the business publication field is a man who has been heavily involved (although off-stage up to now) in the auditing controversy for some time. He is Burton E. Hotvedt (pronounced *hot-vet*), vice president of The Brady Company, Milwaukee agency.

Mr. Hotvedt was chairman of the Business Publications Audit of Circulation sub-committee which developed the single audit form that was adopted by BPA last fall. With this form, the reporting of paid and non-paid circulation on a single audit form became mandatory for BPA members, with the figures for paid, unpaid, and total circulations prominently located at the bottom of page one of the form.

At the same meeting last October 27, at which the new form was adopted Mr. Hotvedt was elected vice-

chairman of BPA and a member of the executive committee. Last month he moved up to chairman, succeeding Howard G. Sawyer, who relinquished the post midway in his second term as chairman so that he can devote full time to his new job as vice president of marketing services, Marsteller, Rickard, Gebhardt and Reed, the agency whose chairman (William Marsteller) has been one of the most outspoken proponents of a single audit of business papers.

One of the first developments at BPA under new chairman Hotvedt almost certainly will be to remove the total audit information (paid, controlled, and total) from page one of the form. The mandatory reporting rule on paid and controlled circulation will continue, and the information will appear in the report; but it will be moved to a less conspicuous position in the form. This is being done so as to placate publisher mem-

bers of BPA to whom the front page position for paid circulation data is embarrassing. The result, ironically, will be a modification of Mr. Hotvedt's brand new single audit form during his first term as chairman.

He has also expressed himself as not finding any great need for a sin-



Hotvedt: "Two audits are not a bad idea."

gle auditing organization, a subject that continues controversial both within and outside BPA.

Well-rounded experience in the advertising business, plus intimate knowledge of auditing gained while working out the new BPA form, give Mr. Hotvedt a background of understanding of auditing problems that few other men possess. Advertising jobs prior to joining the Brady Company include Blackhawk Manufacturing Company, Chilton Publishing, Klau-Van Pietersom-Dunlap. BPA's versatile new chairman is also a senior vice president of the Advertising Federation of America, a teacher of sociology and philosophy at Northwestern University, and the father of seven children.

### ANA Manager for Media

The Association of National Advertisers shows growing awareness of the increasing importance of media relations by moving one of its brilliant, young men into a new position. The man is William D. Kistler, an ANA career man from Wilkes-Barre, Pa. The job is vice president in charge of all of the association's media committees.

Mr. Kistler has been staff man for print media work for the ANA right along. Now he takes on additional duties in the broadcast area. The media committees (under the direction of Lowell McElroy during the

(Continued on page 44)

... they said we ought to have A CLEVER HEADLINE

What for?

The facts are what counts. And

**MANUFACTURED HOMES** is the only audited vertical publication serving the prefabricated industry every month of every year. If you want to reach **EVERYONE** who buys **EVERYTHING** going into prefabricated homes (we mean all prefabricated principals, and all their builder-dealers), advertise in **MANUFACTURED HOMES**. A bonus too... we now reach medium to large builders who account for about 68% of all homes being built.

Headlines?

### MANUFACTURED HOMES

910 17th Street, N. W.  
Washington 6, D. C.

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April 1968



*"I used to dream about coming to New York some day. And all of a sudden, we're here. Sure hope Jim likes the colors. Sure hope the company's glad they moved us to New York."*



*New York is new homes for new people. In the city itself, 161,540 new dwelling units in five years. In the booming suburbs, 312,000 more. Hard town to keep up with. Except with The New York Times. To many, New York is The New York Times. It serves New Yorkers with the most news. It sells them with the most advertising. New York is The New York Times.*



## How Johnson and

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# nd Evinrude are winning the outboard race around the world

## Outboard Marine puts its message before nearly 65 million of the world's best customers by using the Digest at home and abroad

"Around the world, our sales volume today is more than 16 times greater than it was 20 years ago; Reader's Digest has played an important part in achieving this growth," says Stephen F. Briggs, Board Chairman of Outboard Marine, the outboard leader that produces both Johnson and Evinrude motors.

"Outboard Marine began using *Selecciones* (the Latin American edition of the Digest) twenty years ago, during its first year," Briggs continues. "The success of this investment led us to become one of the first advertisers in the U.S. edition. Since then we have consistently increased our Digest advertising for Evinrude and Johnson both here and abroad. Results have been so satisfactory that now we're using the Digest *globally*."

### In the U.S.: a 12-page insert



The backbone of the Johnson division's 1961 promotion and merchandising in the U.S. was a detachable 12-page insert in the March Digest. This unusual selling device reached a third of America's outboard pleasure-boat owners in the Digest... and added millions through reprints.

### Outside the U.S.: 109 pages in 26 Digest editions

Evinrude and Johnson are running a bigger schedule than ever in the International Editions of the Digest during the current sales year. In selected editions they are also being joined by Gale, Outboard Marine's other line of outboard engines.

"We take full advantage of the Digest's flexibility,"



says S. A. Briggs, President of Outboard Marine International. "We can reach in the Digest not only millions who want motors for pleasure boating, but a great many others who need motors to transport industrial products and commercial goods by water."

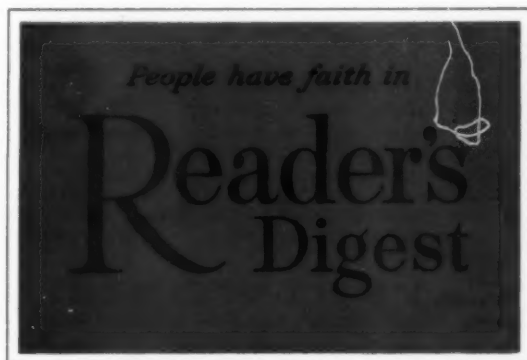
### Quick Facts for U.S. and Global Advertisers

**World's largest circulation:** U.S. Digest circulation (over 12,500,000) is nearly twice that of any other magazine. Overseas circulation (9,005,248) is 10 times greater than any other international magazine.

**Highest-quality audience:** The higher the income level, the more Digest readers you find. In the U.S., nearly half are in the top economic third.

**Lowest cost:** In the U.S. and most overseas markets, the Digest reaches responsive millions at lower cost than other U.S., international or foreign magazines.

**Double your chances-to-sell:** Because each Digest copy is read repeatedly, you get extra *chances-to-sell*. In the U.S., for example, a typical Digest ad is looked at over 60 million times (against about 30 million times for Life, Look or Post). Allowing for page costs, each Digest dollar *doubles your chances-to-sell*.



# “The government has only itself to blame for the destruction of this important segment of national transportation.”

—Edgar F. Luckenbach, Jr., announcing the decision of the 110-year-old Luckenbach Steamship Co. to abandon domestic shipping operations, as quoted in *Traffic World*.

“Recent decisions by the Interstate Commerce Commission,” said Mr. Luckenbach, referring to selective rate-cutting permitted U.S. railroads under the Transportation Act of 1958, “are basically responsible for adding yet another domestic carrier to the long list of coastwise and intercoastal operators who have been forced to abandon the trade.”

Precipitating Luckenbach's decision to abandon intercoastal operations was the Maritime Administration's failure to grant Title XI mortgage insurance for construction of five container ships, Mr. Luckenbach said.

**“We take this unalterable step with extreme sorrow and reluctance. We have spent years studying and developing the containership concept in an effort to restore economic stability to the intercoastal trade. It is unfortunate and tragic indeed that such efforts must now be abandoned.”**

Hopefully, there are some signs that these may not be, after all, the death-rattles of the long-suffering coastwise trade. Hard astern the Luckenbach statement came an announcement by the American Hawaiian Steamship Co. that it was contemplating resuming intercoastal steamship service along the routes being abandoned by Luckenbach. Another shot in the arm was Seatrain Lines' establishment of joint rates for combined piggyback-water-rail service from Massachusetts to Texas, a major break-through against traditional and well-established concepts of rate-making and competition.

**The issues involved are of course far from simple.** Subsidization appears to be necessary to build and operate an adequate U.S. flag fleet; recently a construction-differential was established at 47.7%, based on the cost of building ships in U.S. yards versus building them in West

German yards. Superimpose the unbelievably involute patterns of rate-making and regulated competition, and it becomes a difficult matter indeed to identify, accurately, the public interest. Small wonder that officials of the Maritime Administration, the ICC and the CAB often feel they have a tiger by the tail!

The managements of common carrier railroads, truck lines, waterways operators and air lines—and the transportation executives of the industrial firms whose freight provides 90% of the carriers' revenue—have in these matters a community of interest with the government authorities charged with maintaining the competitive balances and equities of the national transportation system.

This triumvirate of carrier officials, industrial traffic executives and government regulatory officials constitutes the *transportation management group*. Responsible for far-reaching financial decisions and for large annual capital and budgetary expenditures for transportation equipment and services, this group can be defined most concisely in terms of its interest in all facets of the transportation complex.

Serving the extensive and highly specialized informational needs of the transportation management group has been the function of *Traffic World* each week for fifty-three years. In 1960, *Traffic World's* 4800-plus pages of editorial text reported factually and in detail on all the major transportation issues and developments of the day: financial, legislative, regulatory and judicial.

**Service to readers is reflected in service to advertisers** who have a variety of objectives: influencing transportation policies, promoting sales of transportation services and equipment, building prestige in transportation-financial circles.

(Continued from page 40)

past 10 years) have been instrumental in paving the way for print media developments that have made magazines, newspapers, and business papers better vehicles for the national advertiser.



Kistler: ANA's vice president for all media.

Mr. Kistler would be the first to disclaim credit for this development, in which—quite obviously—many took part; but it is this kind of work, carried on in large part by the ANA committee members themselves, that is under the stewardship of the ANA vice president in charge of media committees. Mr. Kistler's new assignment calls for him to be involved in programs of this kind in behalf of national advertisers in the fields of radio and television as well as print media.

One of the goals of the ANA broadcast committee will be to work more closely with broadcasters. One possibility is the establishment of an inter-association committee made up of executives from ANA and from one of the broadcast industry's own associations. If this plan works out as in other media, there will be joint conferences; and a time and place will be established for frank discussion of advertiser needs—and broadcaster problems.

Mr. Kistler is a graduate of Colgate University and Harvard Business School. Prior to his 10 years in research and committee work at ANA, he was in research and sales work with International Telephone & Telegraph Corp., and the Dentists Supply Company, New York. At home in suburban South Plainfield, N. J., Mr. Kistler is on the board of his local United Fund; is married; and has three children.

**TRAFFIC WORLD** the weekly newsmagazine of transportation management

Stamford • Chicago • Atlanta • Palo Alto • Washington, D. C.

For more information see *Traffic World* Service-Ad, Class. 148, Standard Rate & Data

# THE SPECTATOR



# CONVINCES

**95.7% OF ALL HOUSEHOLDS IN HAMILTON**

**CANADA'S 4th FOOD SALES MARKET**

These are simple, positive facts no smart marketing man can ignore.\*

If you're looking for profits, food-wise, sell Hamilton. To sell Hamilton successfully, (food or other-wise) use the pages of THE HAMILTON SPECTATOR. More Spectators are sold in Hamilton than there are households.

\*Food sales in Metropolitan Hamilton total \$84,156,000.  
Source—Sales Management Survey of Buying Power.

**ONLY THE SPECTATOR CAN GIVE YOU HAMILTON'S UNDIVIDED ATTENTION**

## The Hamilton Spectator

A SOUTHAM NEWSPAPER

**UNITED STATES**

Cresmer & Woodward Inc. (Can. Div.)  
New York, Detroit, Chicago,  
San Francisco, Los Angeles, Atlanta

**TORONTO**

The Southam Newspapers  
88 University Ave.  
K. L. Bower, Manager

**MONTREAL**

The Southam Newspapers  
1070 Bleury St.  
J. C. McCague, Manager



## Planning a promotion in the Pacific Northwest?

think  
twice  
about  
Tacoma



Washington State's Puget Sound Circle is a vital, growing, concentrated market. In selling this market, your distribution, sales, and merchandising forces cover both Seattle and Tacoma. Your advertising must do the same. That means Tacoma is an essential buy on every Pacific Northwest newspaper schedule!

**1.** Tacoma *must* be covered if you want full selling effectiveness in the Puget Sound Circle—biggest market north of San Francisco.

**2.** Tacoma can be covered only by the Tacoma News Tribune—delivering 82.1%\* coverage of the metro area. No outside daily (or combination) can provide you with merchandisable coverage in the Tacoma market.

\*Newspaper Rates and Data

**TACOMA NEWS TRIBUNE**—An "A" schedule *must*. Circulation now more than 86,000.

Ask the man from Sawyer-Ferguson-Walker Company.

## QUESTION:

*Please describe the most helpful presentation you ever received from an outdoor representative.*

HAROLD BROUSE, media director, Lenzen & Newell, Inc., San Francisco.—The best came from a representative who exhibited a thorough understanding of the client's product, his marketing-distribution problems, and objectives. His presentation carefully defined how the outdoor medium



could be effectively tailored to meet these marketing and distribution patterns, with a particular application in outdoor advertising. He stressed the proximity of outdoor to point-of-purchase, low cost per thousand exposure factor, prestige and quality projected by the dramatic size, color, and embellishments of painted bulletins, and the 18 hour-a-day visibility of the advertising message to vehicular and pedestrian traffic.

DOROTHY GILL ILER, media director, Kenyon & Eckhardt Ltd., Toronto.—Early in 1960, the Poster Association of Canada invited advertising media buyers to a presentation of "Outdoor Advertising and its Place in the Total Marketing Plan," in Toronto's Royal York Hotel. During the course of the



presentation, all possible facets of the medium were covered — structures, size of the outdoor market, seasonal variations in traffic volume, strategy of poster locations, penetration, market coverage, and factors affecting readership. It was most helpful and informative. All attending were provided with a folder summarizing facts covered. I consider this a "must" for any complete media data file.

ALFRED DUCATO, vice president and general manager (retired), Grant Advertising, San Francisco.—The most convincing is "America's No. 1 OPPORTUNITY MARKET . . . Today and Tomorrow!" by Pacific Outdoor Advertising Co. It shows in dramatic, showman-like fashion the amazing growth of the Los Angeles Metropolitan County Area. Starting with a blank outline map of the area, the individual incorporated communities are added, one by one, with population of each compared to that of a large U. S. City. Example: the Central Los Angeles City Area in population equals Minneapolis and St. Paul; the five communities in the area equal in population Minneapolis, St. Paul, Cincinnati, Milwaukee, Houston, and Buffalo. Other phases cover retail sales, motor vehicle registration, miles driven, a projection of anticipated growth by 1970.



GEORGE J. ROSENKRANC, media buyer, Geyer, Morey, Madden & Ballard, Inc.—The most stimulating recent outdoor presentation was a pilot study by A. C. Nielsen for Foster & Kleiser in Los Angeles. It provides data on reach and frequency of typical showings. What makes it unique is the employment of probability sampling and a resultant known error of estimate. In this day, when other media are busy sponsoring studies based on the Politz pioneered probability sample, it is encouraging to see the much maligned outdoor industry making a pilot project of this scope.



## USEFUL FACTS ABOUT

## PLAYBOY

the magazine with proven impact in the top-quality young male market

### EDITORIAL

A bright colorful package of fine fiction, high humor, pretty girls, fashion and meaningful articles—and features aimed at capturing the enthusiasm of the young man-about-business and the man-about-campus.

### CIRCULATION—1,144,077

Playboy's December issue topped the million mark in copies sold on the nation's newsstands . . . the first time any 50c-or-over magazine has done so. Average monthly sale for six-month period ending 12/31/60—1,144,077. Playboy has more than 225,000 regular subscribers. Circulation is not forced. Advertisers are assured greater readership in Playboy—a magazine that readers buy rather than a magazine that buys readers.

### CIRCULATION QUALITY

Playboy is one of the family of over 50 magazines that is included in THE STARCH CONSUMER MAGAZINE REPORT—the one audience study that compares most leading consumer magazines by one common yardstick. Starch facts confirm Playboy's claim to the top-quality young male market:

#### AGE

29.6 is the median age of Playboy's male readers. 64.6% of male readership is concentrated in the 18-34 age group. Only magazine in Starch Report with comparable most leading consumer magazines by one major concentration of male readership in the receptive 18-34 bracket.

#### INCOME

The median income of the Playboy household is a high \$8,150.

#### MARITAL STATUS

29.5% of the heads of Playboy households have been married within the past five years, by far the highest percentage of newweds reported for any magazine.

#### URBANITY

52.6% of Playboy's circulation is in cities with more than 50,000 population, second only to The New Yorker among all national magazines. (ABC 6/30/60.)

#### APPAREL

31.8% of the households where Playboy is read spent more than \$500 for wearing apparel during past 12 months.

#### PHOTOGRAPHY

83.4% of all Playboy households own a still camera, 23.4% own a movie camera, 19.2% own a movie projector, and 22.2% own a slide projector.

#### TRAVEL

24.8% of Playboy households spent over \$200 on business travel during past 12 months. 33.0% spent over \$200 on vacation travel.

#### AUTOMOBILES

47.8 of every 100 Playboy households bought an automobile during the past 12 months. 5.0% of Playboy households own three or more automobiles. These figures are highest reported by Starch for any men's magazine.

#### TOBACCO

71.5% of all Playboy male readers smoke cigarettes. There are 93 male smokers reading every 100 copies of Playboy. No other magazine reported by Starch has a higher degree of readership by male smokers.

#### LIQUOR

84.2% of Playboy families drink or serve alcoholic beverages. Top figure for any magazine in Starch. 76.9% of all Playboy households drink or serve beer, 55.7%—wine, and 76.2%—whiskey . . . all three highest of any men's magazine.

#### INSURANCE

24.1% of Playboy households purchased (more) life insurance during the past 12 months, a characteristic of responsible stability.

#### APPLIANCES

91.2 small electrical appliances were acquired new by every 100 Playboy households during the past 12 months. 57 of every 100 of these units were acquired for the first time . . . both figures rated highest of all Starch surveyed magazines. More proof that the Playboy reader is at his peak period of purchasing.

#### RADIO-TV-PHONOGRAPHS

23.9% of Playboy households acquired a new radio and 14.1% acquired a new phonograph within the past 12 months—highest of any men's magazine. 18.6% acquired a new TV set, highest of any magazine in the Starch report.

#### RESPONSIVENESS

One month after Broadstreet's first ad ran in Playboy, they reported: "We have sold over 520 shirts by mail and the orders are still coming in . . . I am very happy both with the direct return on this ad and the fact that Playboy has brought us new additions to our customer list."

The Heath Company, manufacturers of hi-fi equipment, reports that in only seven months their 1/6 page ad in Playboy have produced 10,200 inquiries—25% more returns than their second ranking magazine produced in nine months.

The Diners' Club, world-wide credit organization which uses Playboy to promote its travel plan, reports: "We have found that Playboy is one of our most effective means of reaching businessmen, particularly of the kind who will be requiring extensive travel services."

## PLAYBOY

720 Fifth Avenue/New York/CI 5-2620  
232 E. Ohio/Chicago/MI 2-1000




Ten million viewers a week! Watching 33 million hours a week! That's the audience picture on THE LATE SHOW in just five markets ... those served by the five CBS Owned stations. And the picture gets better all the time. Because THE LATE SHOW is now showing more great movie hits of the '50's...star-studded features, never

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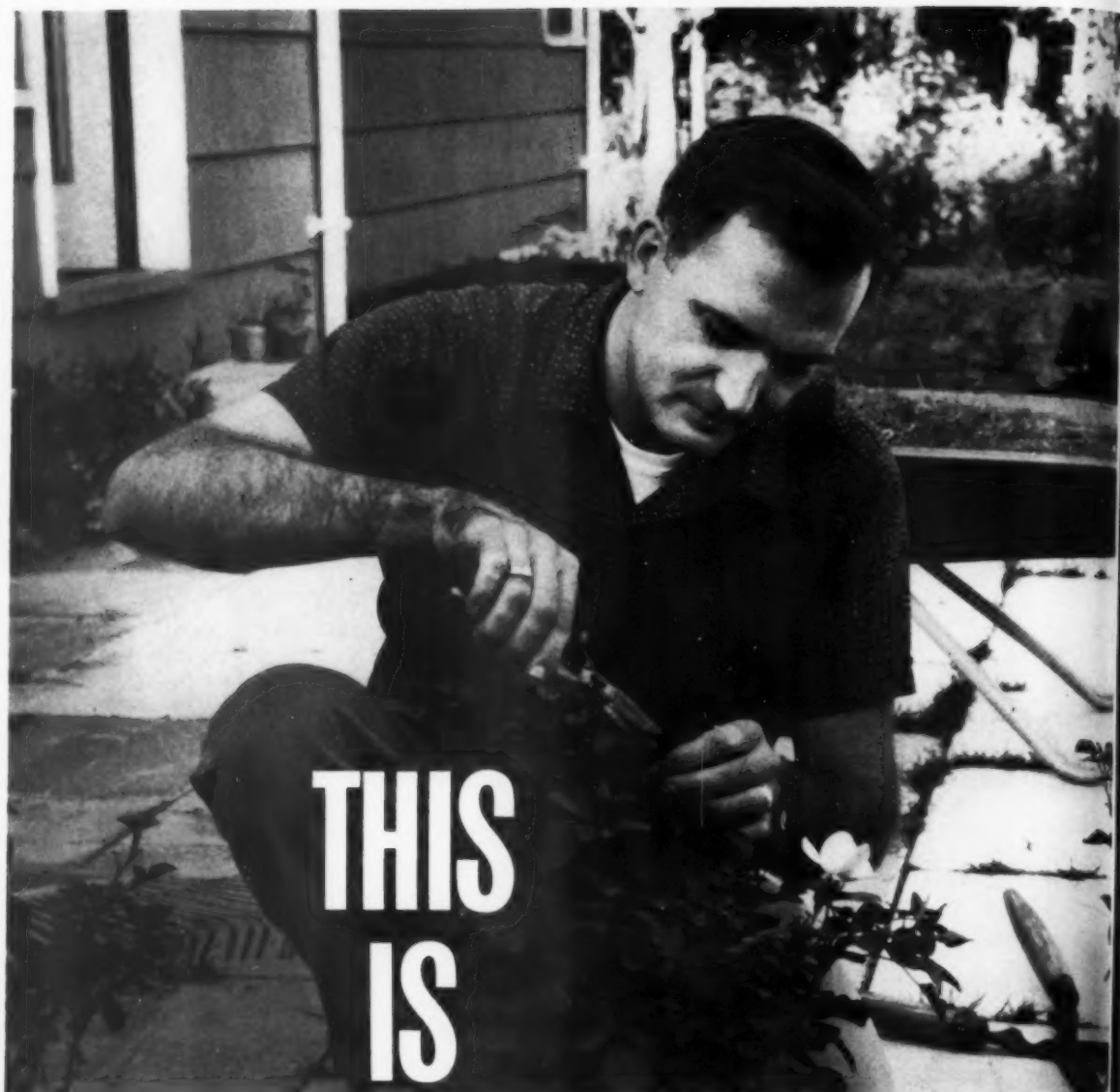
SOURCE: Unduplicated audience, latest available NS



before shown on television, from a prize package of more than 250 Columbia pictures (including "The Caine Mutiny," "Knock On Any Door," "The Long Gray Line," "The Marrying Kind"). All this added to film libraries which already attract the largest movie audiences in each market. **CBS TELEVISION STATIONS** 

*A Division of Columbia Broadcasting System, Inc.  
Operating WCBS-TV New York, WBBM-TV Chicago, KNXT Los Angeles,  
WCAU-TV Philadelphia, KMOX-TV St. Louis (all represented by  
CBS Television Spot Sales).*





# THIS IS THE PRO\$PER BOSTONIAN

He reads the morning Herald or the evening Traveler . . . gives these papers their circulation lead in the "Upper 2/3" — the most-buying, most-having cities and towns in the Boston Standard Metropolitan Area. His home sells for 38% more\* . . . he buys more for his house and for better living at home. Advertisers know this. That's why the Herald-Traveler leads in Total Display advertising lineage by 2,389,419 lines over the Globe, 16,984,679 over the Record-American. For the full Upper 2/3 story, write or call us direct, or contact our representatives.

\*38% more than Globe cities and towns, 52% more than Record-American cities and towns

MORNING EVENING  
**Herald-Traveler**  
BOSTON'S HOME-DELIVERED NEWSPAPERS

Represented nationally by Sawyer-Ferguson-Walker

# BEN DUFFY—

## Adventures in Politics

- ▶ How he helped to induce Jack Kennedy to stay in politics.
- ▶ Why a candidate must have a good-looking wife.
- ▶ About Jack Denove's soul-searching.
- ▶ His first experience in politics.
- ▶ What the word "antenna" means to success.
- ▶ His first view of Teleprompter.
- ▶ His "Luck of the Irish" and natural suspicion.
- ▶ His award as "Advertising Man of the Year."



AT 4 O'CLOCK one morning a few days prior to the 1956 election a lean, gray-haired man with blue eyes, slightly bloodshot at this time of day, was stretched out on the floor, a large black crayon in hand. He was using the crayon to draw huge letters on, of all things, a roll of butcher's paper. The man on the floor was Bernard Cornelius Duffy, president of Batten, Barton, Dustine & Osborn, and one of the best known men in the history of advertising. What Ben Duffy was doing is just as amusing as his position and the time of day during which he was doing it: Ben was hand-lettering a typewritten speech that President Eisenhower was to deliver on television the next day.

This story is typical of Ben, who was always one, regardless of what status he might



*"As much as I was  
interested in politics,  
I was more interested  
in advertising"*

BEN

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## BEN DUFFY . . .

have achieved, to pitch in and do whatever was needed himself. Throughout his 40 years in one advertising agency, a business singularly noted for the short tenure of its jobs, Ben had run the gamut from office boy to space buyer to president. An uneducated son of immigrant parents, he had become the most respected man in his profession. And along the way he and his agency had become involved in the world of politics.

On the walls of Ben Duffy's office at 383 Madison Avenue the visitor sees eloquent testimony to his accomplishments in politics. There are friendly autographed photographs of Mr. Duffy in intimate meetings with President Eisenhower, Vice President Nixon, and Governor Dewey, and warm personal letters expressing their gratitude for his help in their campaigns.

A Gypsy fortune teller once told Ben Duffy that he should be in politics. He often remembered her insight, but concluded, "As much as I was interested in politics, I was more interested in advertising." But it was this native political instinct and his genius in advertising, especially his knowledge of the

use of advertising media, which made him such a great aid to Eisenhower, Nixon, and Dewey in the campaigns that stretched from 1948 to 1956.

Ben Duffy has a legendary stature as an agency media man. He might be called Mr. Media Man himself, for he is the outstanding example in the history of American advertising of one who entered the business as an office boy (it was the first year Barton, Durstine, and Osborn formed their agency; there were only 12 persons working for them), spent most of his working life in buying media, and became the head of his agency. Although Ben Duffy's experiences in politics are far from the workaday problems of the buyer of media, they still possess a certain significance to the latter. They illustrate graphically how talent and knowledge in this field can lead to a larger success in contribution to the main issues of political life in America.

Here follow, from Ben Duffy's own words, some of his experiences, including those in the American political arena.

### Advice to Jack Kennedy

One year Morton Downey, who is a very good friend of Joseph P. Kennedy and also of Jack Kennedy, and Mrs. Duffy and Ben were vacationing in Palm Beach. Joseph P. Kennedy and Ben had been friends for years, so on this occasion he invited Ben to luncheon at his home. Mrs. Kennedy was also there, and their son, Jack. ("As the President of the United States now, all Americans should rally to his support. It need not matter whether you are a Republican or a Democrat.")

Joe Kennedy is a great man. If you are his friend, it doesn't matter whether you agree with his political ideas or not. ("I am a Republican.") They had a wonderful afternoon. Morton Downey sang, and since all the help in the Kennedy household was Irish, they went in to listen to Morton.

Some time later when Ben was in New York, he received a call from Joe Kennedy. He told Ben that his son Jack was not anxious to continue his political career. He asked Ben to talk with Jack and advise him to continue in politics and perhaps run for the U. S. Senate. In a way Joe said that someone else's advice will often have more influence than a father's. He asked Ben if he would please

talk to young Jack and perhaps get him to run. Jack was then a Representative, but he didn't intend to run again, because he didn't like politics, or at least, he didn't like being a Congressman. His father felt that Jack might go into teaching, which was his first love.

One day a date was set for Jack Kennedy to come up to see Ben. It was Washington's Birthday, and the office was officially closed, but Ben had to come in for the BBDO convention, which was usually held on Washington's Birthday.

Ben talked with Jack Kennedy for at least an hour, after which he looked at Ben and said that he might change his mind. Of course, he got the nomination and won the election.

### The Candidate's Wife

A candidate now has to have a good-looking wife. Both Kennedy and Nixon are attractive, and both have an equal degree of ability, and both have attractive wives. So, there were just a few thousand votes between them.

The candidate's wife plays a very important part in portraying the image of the candidate and his family life.



## BEN DUFFY . . .

When President Eisenhower was a candidate, Ben asked him whether or not he would consent to have Mrs. Eisenhower on television. He said he wouldn't mind, but knew that she would say *no*. However, he did give Ben his permission to ask Mrs. Eisenhower. When Ben did ask her, she not only agreed, but also wrote and delivered a beautiful speech on television.

During the recent campaign, Ben thought it would be a wonderful idea for Mrs. Nixon to go before the TV cameras and give a talk that would inform the American people of her experience in meeting and entertaining important foreign dignitaries while Mr. Nixon was Vice President.

When Ben started in advertising, the only media available for political campaigns were newspapers and billboards. However, they were too expensive if you intended to use them to advertise a local political candidate.

A little later along came radio. Presidents Hoover, Roosevelt, and Truman, and Al Smith and Governor Dewey were products of the period of radio. As a result, they had to make radio talks as well as use magazines and newspapers, leaflets, and letters.

Then Eisenhower came along. He employed all of the media used by others, but also used television. In the next election they will be using color television in a big way.

As a result, candidates have to be good-looking, or else have a personality such as President Eisenhower, who is someone everybody would like to sit down and have lunch with. The candidate will have to possess not only good looks, but will also have to be somebody people like when they see him on television.

### **Jack Denove's Soul-searching**

Politics makes strange bedfellows. This is an old saying and one that Ben learned many times, including this way from his friend and one-time associate, Jack Denove.

Jack Denove helped on the work done by BBDO for the Republican Party in various political campaigns. Jack worked for Kennedy in both the West Virginia primaries and in the national campaign, and his willingness to switch from the promotion of Republicans to Democrats makes a curious story. He wrote Ben:

"I did all the radio and television work for the Senator in West Virginia.

"You know, of course, that all the polls and all the smart boys insisted that he could not win in that State, and he surprised them by an overwhelming victory. *What the polls and smart boys didn't know was that I was using all of the media knowledge I had learned from a certain Ben Duffy, and was putting it to work along with the films that we made for him.* So, it was certainly a funny situation. Here I am a Republican using skills—

many of which I learned from you, another Republican—to help bring the Senator to victory."

Jack had gotten into the Kennedy campaign after Ben received a call from Sargent Shriver, Kennedy's brother-in-law, asking about Jack Denove as a possibility to help in the radio and television phases of the campaign. After Denove's subsequent work in West Virginia, and in other primary battles, Ben received a letter from him in which he said:

"Just before the convention, they told me they were as tremendously impressed with what I had done in West Virginia and the other primaries that they wished I would continue. As you can see from the enclosed letter to the Senator, I, with a certain amount of trepidation, decided to go along."

Jack sent Ben a copy of a letter to Senator Kennedy, which read:

"Thursday in New York I told Steve [Smith] that, in clear conscience, I could no longer continue serving you in radio and television in the Presidential campaign as I had during the various state primaries. Steve urged me to reconsider in the hope that I might change my mind.

"Apparently I did a poor job of explaining motives to him. The whole thing started four years ago when I first read 'Profiles in Courage,' and I couldn't help but feel that its author was quite a man. I was especially proud because my wife and I were so fond of your sister, Jean. That is why I felt no qualms of conscience, even though I am a Republican, in going along with Steve's and Jean's requests to help you win, as I most certainly did, in West Virginia and in the other state primaries. But when, just before the convention, Steve told me you wanted me to continue if you won the nomination, I was faced with an inner problem. This was no longer Democrat against Democrat, but Democrat against Republican. However, after some deep soul-searching, I agreed to go forward on the premise that a man and not a party runs for the Presidency."

### **First Experience in Politics**

Ben first became involved in politics when he was very young. As a matter of fact, he was even too young to vote.

It started on the local level. There was a young lawyer at that time by the name of Ray McCourt who Ben thought to be a brilliant and a good candidate for the office of alderman. Firmly convinced that McCourt was the man for the job, he vigorously promoted him. Ben was a Democrat in those days.

Charles Hussy and Mrs. Downey were leaders of the local Democratic organization in Ben's district. Mrs. Downey was the women's leader.

In those days they didn't have available the media of radio and television. Of course, there were newspapers, but they were too expensive for the local politicians to utilize. The only medium left was word-of-mouth advertising. So Ben started talking to all the local merchants—grocers, butchers, bakers, florists, shoe repairmen, owners of dry-cleaning establishments, local dry goods store proprietors. When he talked with these persons they all seemed to agree with him that Ray McCourt was a good man.

A short while after Ben started talking to the local merchants and gaining their support, he received a call from Mrs. Downey. (His family knew the Downey family very well.) She called to tell him that he was causing a lot of trouble. She also said that everywhere she went she heard the name of Ray McCourt. Ben's only reply was, "What are you worried about? I'm not even old enough to vote."

It seemed to Ben that Ray McCourt was going to be elected, but at such a tender age he was completely unaware of the tactics of politicians. All of a sudden he received a call from the wife of the postman who lived on the floor above him. She said that Charles Hussy and Mrs. Downey were calling a meeting that night and that all the persons attending had to vote for Dineen, the man Charles Hussy and Mrs. Downey were supporting.

#### *Political Antennae*

Ben likes to add the word "antenna" to the qualities a successful man must have. By this, he means the ability to tune in on the wavelength of other people so that you can sense how they feel and what they think.

To illustrate this, we take you to a smoke-filled room in the Roosevelt Hotel at midnight during the 1952 political campaign. In this campaign Ben and his associates would work on the national campaign all day and all night up to midnight, and at midnight he would go to meet Governor Dewey in his suite to discuss the state campaign.

At the start of this particular meeting, Governor Dewey was talking about the fact that whenever he went into a new city, his antennae would tell him whether there was corruption or not in that city. What do you say to a statesman like that? They just sat around and mumbled polite nothings.

It was two hours later when it came to Dewey's attention that the television show that had been scheduled for him for Friday had been switched to Saturday. Dewey doesn't like to be surprised by such things, and with ice dripping from his voice, he asked, "Whose responsibility was it to tell me about this switch?" Everyone sat there in miserable silence, all of them knowing perfectly well whose responsibility it had been.

Then, just as lightning was about to strike, Ben said: "Well, Governor, we thought your antennae would tell you."

There was a split-second silence, and then everyone, including the Governor, burst out laughing.

There was another interesting experience with Dewey. Again Ben was with him in a smoke-filled room, again it was long after midnight. This time it was 1950, the year in which television was first used in a big way in political campaigns. Governor Dewey's advisors wanted him to make typical speeches on television. Ben wanted him to use television in a way to take advantage of the benefits this new medium offered. For example, he wanted him to appear on panel shows, to work with props, and so on. He wanted him to appear on a telethon, which had worked so well in various fund-raising efforts. Dewey's advisors were against this. One of them objected: "It isn't dignified for the Governor of the Sovereign State of New York to appear on such programs."

Ben went over to the Governor, put his arm around his shoulder, and said: "You know, maybe I agree with you, but as Jimmy Durante would say, 'Dem's da conditions dat prevails.'" That was the end of the discussion. Dewey did the program, and at the end of the campaign, those same advisors who had been against them attributed some 100,000 votes to just one of these programs. Dewey won the election by 564,844 votes.

#### *Teleprompter*

Ben has had friends in every walk of life, and they usually have been genuine friends out to help him get a new account, buy the stock of a sure-to-succeed company, or engage in other ventures. One of these friends was Bob Christenberry, who at the time was manager of the Astor Hotel. One day Mr. Christenberry called Ben on the phone and told him that he was going to "audition" a new device that would be of extreme value to all political speakers. It was an electronic method by which the speech would appear before the candidate a phrase at a time in pace with his natural speed of talking, and would be done in such a way that the man could appear to be talking extemporaneously while he was actually reading.

Ben asked one of his associates, the head of his television department, to attend the "audition" with him. The two went into a large darkened room and watched a third person on a large screen delivering a talk. Although the man was reading it, he seemed as though he were talking off the cuff. Mr. Christenberry then suggested that Ben try the device. Ben went into the projection room. Recessed in the podium was a small glass screen, across which a phrase at a time appeared of a speech made several years before by President Truman. Ben delivered this

## BEN DUFFY . . .

speech glancing only occasionally downward as if in reflection and constantly outward as if at the audience. His associate watched Ben's performance from the other room. Then Ben went into the other room and watched the head of his agency's television department repeat the performance. This was just about the first screening of Teleprompter, since then a highly useful device for speakers everywhere.

Following this performance, Ben, who always had a very acute mind about the future of anything, said to his associate, "I think there's quite a future for this thing." Mr. Christenberry was going to make it possible for Ben to buy stock in the company at an extremely low price. (Ben did not buy the stock. If he had, he would be a very, very wealthy man today.) Ben's associate, who had been in television and broadcasting for years, shook his head and replied, "I can't see any point in the device at all. Just holding up cards will always be enough." Naturally, Ben disagreed with him.

Shortly thereafter Teleprompter stock quadrupled in value, and then went up in greater price.

### *Luck and Suspicion*

Two anecdotes illustrate both the luck of the Irish and the suspicious in Ben Duffy. Nothing ever fazed Ben, such as chance. He was sure that he would be looked out for, and therefore was willing to tempt luck, as the following story indicates.

Ben and an associate were flying to Chicago for a new-business meeting. The plane on the way was spilling oil out of the motors very badly and the pilot announced that he would be feathering the propeller which would slow them, but that there was no danger. The trip took an extra hour and a half, and to the relief of most passengers the plane put down safely and all got off.

Ben looked at his associate as they left the aircraft, snapped his fingers and shook his head, and said, "Dog-gone, we didn't cash in on our insurance."

To illustrate the suspicious in Ben:

Ben Duffy and one of his younger associates had a pact that every time Brooklyn was in the World Series (this was when Brooklyn played in New York) they would attend one game together and alone. They were heading in a cab to Ebbetts Field for the first game under the terms of this agreement. They had just gone over one of the bridges from New York to Long Island and were turning onto Prospect Avenue. Ben Duffy looked out the window, and as they went past a large building, he asked, "What's that?" His associate replied, "It's the Brooklyn Museum." Ben looked at him wide-eyed, and said "How do you know?" "Because I've been there," answered his associ-

ate. By this time Ben had moved as far away from his associate in the cab as he could get. He exclaimed, "What were you doing there?"

"I went to see an art show."

"No kidding!"

You could see not merely amazement but mistrust written over Ben's face. This was one of the few areas in which he was not interested.

His associate went on to describe the art show which he had seen. It was a series of portraits of a man named Walkowitz who had enlisted the services of all leading artists to paint his portrait each in his own particular style. The associate went on to describe the different styles of portraits of the same man—one in mosaic, one in abstract, one in water color. By this time Ben Duffy was practically out the window—so suspicious was he of a man who knew something about something he didn't know. Finally, when the associate had finished his description of the art show, Ben looked at him and said, "You're too darned smart."

### *Advertising Man of the Year*

At the age of 55 in a hotel in Minneapolis, Ben Duffy suffered a cerebral hemorrhage which would have killed a man with less will to live and less courage.

Months later when he finally recovered sufficiently to be able to walk with a brace and to regain his speech, somewhat haltingly, he was accorded the Printers' Ink Gold Medal Award. The entire ballroom of the Waldorf was filled, including the mezzanine and balcony. Leaders of the advertising business and political figures including Governor Dewey were there to pay tribute to Ben Duffy.

By strange coincidence, it was also St. Patrick's Day. A small orchestra at the back of the room began playing "When Irish Eyes Are Smiling" as Ben, under his own steam, walked slowly across the stage to take the seat of honor. It was all a glowing tribute to Ben delivered by every speaker, including Ben's successor at his own advertising agency, Charlie Brower, who said: "Only a great man could split this day down the middle with St. Patrick."

However, nothing so typifies Ben, his love of life and of people, as the acceptance of this award which was made by Marion Duffy in his behalf. Among the hundreds of persons present, it is safe to say there was not a dry eye when she closed her talk with this little Irish prayer:

*May the road rise to meet you,*

*May the wind be ever at your back,*

*May the good Lord keep you in the hollow of his hand.*

*And may you be in heaven at least one hour before the*

*devil even knows you are gone.*

*And may God bless you all.*

# How Much Are Media Directors Paid?

**MEDIA DIRECTORS' SALARIES** continued to rise in 1960; and if this trend continues will wind up five years from now just about twice what they were five years ago. This is one of many interesting conclusions that can be drawn from the fifth annual MEDIA/SCOPE study of salaries paid to media directors in advertising agencies in the United States. Results in the 1961 study are based upon 207 cases.

Objective of these reports is to chart trends in salary level as well as to relate practices in payment to the evolving nature of the media director's job. Although individual salaries will vary widely from the median averages reported here, the charts on these two pages present a picture of media directors' salaries as a whole—and of the growth pattern that has in the last five years been becoming more evident.

The median salary of media directors in all types of agencies was in 1957 \$9,400 a year; and has risen since then to \$12,500. If this percentage gain can be applied in the next five years, salaries will rise to a median average of \$18,600, as indicated in Figure 1.

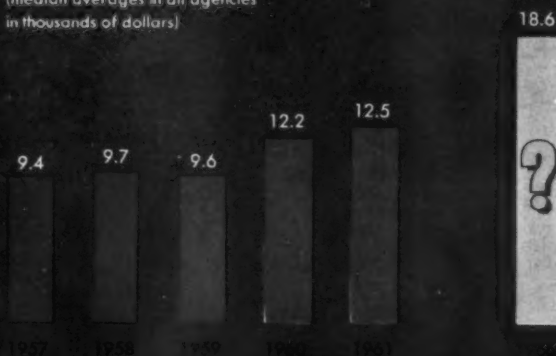
Salary growth currently is visible in agencies of many sizes (Figure 2), and type of media emphasis (Figure 3). However, it is clear that salary levels vary considerably among agencies of different sizes and types. The larger the billings, and the greater proportion of billings in television and magazines, the larger the media director's salary is likely to be.

## Geographical Distribution

These patterns are firmly established by this and previous studies in

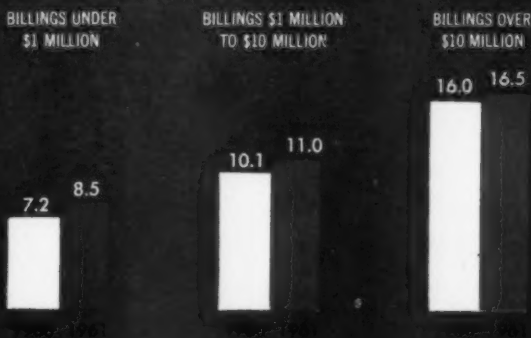
### 5-Year Salary Trend For Media Directors

(median averages in all agencies in thousands of dollars)



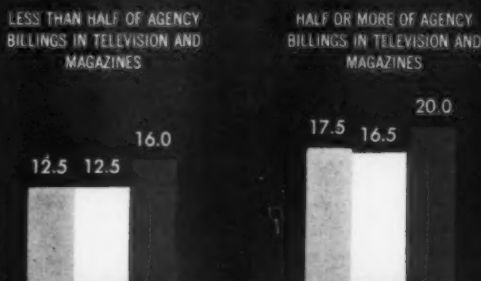
### Media Director's Salaries In Relation to Agency Billings

(median averages in thousands of dollars)



### How Media Emphasis Affects Salary

(median averages in agencies billing over \$10 million salaries in thousands of dollars)





### How Location Affects Salary

(median averages in thousands of dollars)

#### BILLINGS UNDER \$1 MILLION

East	11.0
Midwest	8.4
West	8.5
South	8.0

#### BILLINGS \$1 MILLION TO \$10 MILLION

East	12.5
Midwest	10.5
West	10.3
South	8.8

#### BILLINGS OVER \$10 MILLION

East	17.0
Midwest	17.0
West	11.0
South	INSUFFICIENT DATA

### How Age Affects Salary

(index 100 equals salary of under-30-year-olds in each size agency)

Based on 3-year average, 1959-1961

#### BILLINGS UNDER \$1 MILLION

Under 30	100
30-39	135
40-49	174
50 and over	108

#### BILLINGS \$1 MILLION TO \$10 MILLION

Under 30	100
30-39	130
40-49	138
50 and over	145

#### BILLINGS OVER \$10 MILLION

Under 30	100
30-39	156
40-49	163
50 and over	187

### Effect on Salary Of a "Second Hat"

(Percent larger salary of those who have vs. those who haven't)

Based on 3-year average, 1959-1961\*

#### BILLINGS UNDER \$1 MILLION

Account Management	+ 37%
Plans Board	+ 45%
Research	+ 3%

#### BILLINGS \$1 MILLION TO \$10 MILLION

Account Management	+ 5%
Plans Board	+ 12%
Research	- 1%

#### BILLINGS OVER \$10 MILLION

Account Management	+ 7%
Plans Board	+ 19%
Research	- 5%

\*Plans Board is 2-Year Average Only

this series. A comparison of how location of the agency affects salary level was included in the study this year for the first time. Although the concentration of large agencies in the East and Midwest may affect this picture somewhat (Figure 4), the pattern is made clear by examining the regional variations within each of three billings size groups. Salaries are definitely highest in the East, but either equal or run a close second in the medium-sized and large agencies in the Midwest.

### Variations with Age

The relationship of age of the media director to his salary level is demonstrated in Figure 5, in which three years of experience with this survey have been combined on an index basis. Some interesting differences between the extent to which salaries of media directors tend to grow with age become apparent. In the smaller agencies, salary level moves up 74 per cent (from index 100 to index 174) between the under-30 bracket and the 40-49 years-old bracket. But the salary level for media directors in small agencies who are 50 and more is almost at the same level as the salary level of those less than 30 in that group. An unknown factor here is the extent to which mature media directors in small agencies move to larger agencies or change their job functions in the small agencies.

In medium-sized and large agencies, salary level tends to rise with age. The increment with years is most pronounced in the largest agencies, 87 per cent higher for the 50-and-over's than for the under-30's in agencies billing more than \$10 million.

### Additional Duties

In examining the effect of additional duties to the salaries of the media director (Figure 6), previous years' experience with this survey has also been combined. It becomes clear that media directors who are also engaged in either account management or plans board activity rate higher salaries than those who are not. It is also clear that, in general (please note the italics), the media director who also engages in research work is paid at almost the same level as the media director who does not.

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- ☐ *By and large, cooperative advertising spending figures very little in the calculations of media planners.*
- ☐ *Media analysts rarely take into account the coverage and impressions garnered for a product by retailer-sponsored advertising.*
- ☐ *One reason: co-op spending is hard to keep tabs on, even harder to anticipate.*
- ☐ *Another: often, control of the co-op program is left to the sales department, although the money comes from the advertising budget.*
- ☐ *Another: commonly, co-op has a purpose different from that of national advertising: it's a tool to expand retail distribution; it's used as a disguised price cut to dealers; it's thought of as sale promotion rather than advertising.*
- ☐ *With a few exceptions, agencies are left out of co-op planning, and poorly informed about plans currently in operation; many agencies are just as happy.*
- ☐ *Little sign of improvement for the future unless control of spending is tightened by manufacturers.*

## CO-OP'S ROLE IN MEDIA STRATEGY

IT IS NOW more than 30 years since cooperative advertising allowances to dealers and distributors became an important promotional tool—and the whole subject is still embarrassing to advertising men.

- Advertising managers whose companies maintain co-op programs are often prey to deep frustrations—with retailers, distributors, or the company's own sales department in the role of villain.

- Advertising managers whose companies do no co-op are usually overjoyed at this state of affairs. The advertising director of a major soft goods company that has always done very nicely without dealer allowances, ran a test last year in two markets to judge the desirability of installing a cooperative advertising program; i.e., to

measure the amount of cooperation the firm could expect from retailers. The test ran a month; the results, negative. "The lineage we got never came up to the standards for our national program, and we had insufficient control over how the money was spent." The company's decision: not to install co-op. "because we don't believe in dissipating funds locally unless we can get spectacular results." This executive, who prefers to remain anonymous, sounded almost pathetically grateful that things turned out this way.

In another case, Daniel C. Brown, advertising manager of Baumritter Corporation, a furniture manufacturer, explained why his company doesn't use cooperative advertising. "We get a markup that pays for our advertising;

## CO-OP'S ROLE IN MEDIA STRATEGY

the retailer gets an even bigger markup, and his promotion should come out of that." Mr. Brown is also critical of the lack of control over the expenditure of co-op dollars, and what he calls "the headaches of checking and bookkeeping." Baumritter, incidentally, does cooperate in its advertising—but with other manufacturers of home furnishings and equipment (e.g., carpets, house paints). The company, claims Mr. Brown, gets wonderful results from these tie-ins.

### *Agencies Confused or Resigned*

• Advertising agency executives, by and large, are either confused, indifferent, or resigned to a state of affairs that shuts them out of the planning of a large part of their clients' promotional spending. (Co-op can claim from 5 to 75 per cent of a firm's advertising budget.) Here's an example of confusion: one media director complains that the agency is not permitted to administer its clients' cooperative advertising programs. "We would like very much to have them, because they would be a nice addition to our billings." As a matter of fact, cooperative advertising expenditures are by their nature not commissionable, nor have those agencies saddled with the responsibility of administering co-op programs found them especially profitable on any basis.

Agencies have remarkably little to do with co-op, either as administrators or as planners. No media director queried could think of an account in the shop that supplied any details on the amount of cooperative lineage placed in behalf of the product, or any projections of space or time likely to be placed. This is so despite that, after the fact at least, the Advertising Checking Bureau can (and does) supply to advertiser clients exhaustive data on cooperative lineage run in newspapers (papers absorb some 90 per cent of co-op expenditures; see accompanying table)—by paper, by market, by dealer, and by manufacturer, including the competition. Many companies have had years of experience in using cooperative advertising, and it is likely that, if a determined effort was made, there could be broad projections of anticipated co-op lineage (though as it will be demonstrated, few such projections are made).

### WHERE CO-OP MONEY IS SPENT

(Median percentage spent in medium by advertisers reporting to ANA)

	1958	1959	1960
Newspapers .....	85%	85%	90%
Radio .....	15	13	13
Television .....	5	5	5
Outdoor .....	4	5	5
Direct Mail .....	5	5	5
Telephone Directories .....	2	4	4
Handbills .....	2	2	2
Catalogs .....	5	3	3

### *One Agency Experience*

The experience of Richard P. Jones, J. Walter Thompson's media chief, is more or less typical of that of a number of media directors questioned on this matter: "We know the part of the advertising budget earmarked for co-op, but not a great deal more. If a great deal of newspaper co-op is expected, we might go a little light on newspapers in our planning; sometimes we know that one market is likely to get a good deal of newspaper co-op, just on past experience. But dealers change their minds overnight, too. Generally, we don't know the co-op pattern before the fact, because dealers usually have a wide choice of media in which to spend their allowances." In short, believes Mr. Jones, co-op lineage patterns are not susceptible to the kind of detailed analysis of coverage and impressions that national media plans are subjected to. If product strategy requires the use of a medium, then the agency will recommend it, regardless of the operation of cooperative advertising.

Mr. Jones did not, incidentally, mention Thompson's experience with The 7-Up Company. This is admittedly a special case. The company has a very intimate relationship with its bottlers, especially in the area of media planning. Men from Thompson's media department, as well as marketing counselors from 7-Up, participate actively in developing bottler media plans that are fully integrated from the inception of planning with national media strategy (see "Advertising Is Selling at 7-Up," MEDIA/SCOPE November 1960). What makes 7-Up (and other soft-drink bottlers, too) a special case is that integration extends in a real sense only to the distributor level—the 500 7-Up bottlers—not to the retail stores with whom the bottlers deal. Second, the funds are not strictly cooperative; bottler advertising is paid for out of the bottlers' own operating income.

Therefore, Mr. Jones' position is still valid.

### *Sore Point with Retailers*

This position is something of a sore point with retailers. In 1959, Donald A. Gannon, retailing vice president of Stop & Shop supermarkets, addressed the Association of National Advertisers' Third Annual Cooperative Advertising Workshop in these forceful terms: "I am not familiar with the modus operandi between advertising agency and manufacturer. I should guess that if the manufacturer's product is slipping, the account would not be so profitable, due to more demands from the manufacturer on the agency. Does the agency know all of the money available for promotional work of any kind behind a product? If not, the right hand wouldn't know what the left was doing. Possibly the agency should spend all the promotional money to insure every avenue being properly evaluated in the launching of a product or sustaining those already on the market. If not, certainly the closest liaison possible should exist in the two arms spending promotional money."

"To what avail if 50 redskins bite the dust and two stage coaches are held up [on television], if your product bogs down in a supermarket because it is felt unprofitable to do other than put it on the shelf—and frequently, on one of the lower, less desirable shelves? Can agency creation come to fruition with a half-closed trapdoor where the customer and product come face to face to close a deal? What is saturation in media? Is there a slide rule that measures it? Would 25 redskins and one stage coach do the trick and have some money left over for displays at point-of-sale, on a proportionately equal basis? Then every avenue would be covered.

"Supermarkets know how to push a volume of merchandise when they get behind it. Isn't that an important factor in the outcome of a product? Smaller companies have used this method without advertising to build a business. Does an advertising agency know what the profit is on an item and whether or not the [retail] buyer is happy with the profit? Wouldn't it pay them to know all of the problems bearing on the ultimate sale of the name you are building? It might change their thinking on how to spend your advertising money."

#### **Loose Handling of Co-op Funds**

In short, it is plain that advertisers have not rationalized their expenditures for cooperative allowances in anything like the detail and sophistication with which national media money is deployed. There is, of course, a good deal of analysis of dollar allocation at budget-making time, but even here co-op is handled much more loosely than national money. Edward C. Crimmins, director of planning and sales of Advertising Checking Bureau (which, among other things, offers advertisers a consulting service in establishing and overhauling co-op programs), reports discussions with advertising managers "who felt that it would be better for the sales department to have control of the co-op advertising budget, because there would be less of a tendency for the sales department to over-spend on co-op if the money it was spending came out of its own budget. It hasn't worked that way though, and the main reason it hasn't is that pressure for cooperative advertising funds comes from the retailer, who is the customer. And everyone . . . recognizes that the last man in the world who can stand up to a customer is a salesman."

#### **Advertising vs. Sales Departments**

This split between the advertising department, which very often supplies the money for co-op, and the sales department, which, in its regular dealings with the retail trade, most often controls the spending, is an important reason for the lack of coordination between co-op and national media campaigns. At Bristol-Myers, for example, the product managers, who are marketing executives clearly identified neither with sales nor with advertising, budget their own promotional dollars. National advertis-

ing funds are channeled through the advertising department, while co-op funds and other sales promotion dollars go through the sales department. These co-op dollars are always contingent on special, irregularly-timed dealer promotions, and are supplied to the sales force to use as an incentive tool to encourage retailers to support the promotions. These promotions are not always supported by national advertising. The net effect is to separate the roles of national advertising and cooperative advertising: national money supports the product on a continuous basis; co-op supports the promotion and pushes the deal, and puts advertising in places where deal merchandise has been bought and is to be sold.

#### **Control of Co-op Funds**

Actually, the problem of coordination (or the lack of it) between national and cooperative advertising may be approached from two aspects: **control** and **function**. Of the two, control is much the more pressing.

Take the appliance industry, for instance. The appliance business in the last decade has become a classic expression of the revolution wrought in U. S. retailing and marketing since the war. A number of brands, mass-produced and backed by excess production capacity, have fought for their share of the national income. As a result, each has been heavily advertised, and each has been forced into as broad a distribution as possible. This combination of universal distribution and strong brand identification has had two main effects at retail: the advertising has made it less important for the dealer to sell on quality and features; the distribution policies have reduced the number of exclusive franchises in each market, and have eliminated the advantages that exclusive possession of a strong brand brings to its dealer. The result has been bitter competition on the retail level, centering around price. To undercut a discount house by \$2 on a refrigerator often means the difference between sale and no sale. No wonder then that cooperative advertising allowances have been widely used in appliance retailing as a price cutting device, rather than as a means to buy advertising space or time.

The methods used to channel co-op allowances into the price structure, and thus enable retailers to cut prices and still maintain an adequate profit margin, are too well-known to bear repeating. Sufficient to say that they run from fraudulent invoices for newspaper space to phoney affidavits from radio stations. The whole purpose is to deceive the manufacturer in respect to the amount of his money that is actually going into advertising—or to deceive him as to the price the retailer pays for the advertising that is placed.\*

\*For further light on this subject see Morton J. Simon: "Increasing Legal Entanglements in Cooperative Advertising," M/s August 1959; "Evils of Double Billing in Cooperative Advertising," M/s September 1959; "Ten-point Program To Police Double Billing," M/s October 1959.



## CO-OP'S ROLE IN MEDIA STRATEGY

(continued)

### Giveaway Plans

Several years ago, a number of appliance manufacturers reacted by abandoning the pretense of control of co-op expenditures. The funds necessary to aid salesmen in placing appliance lines with dealers were routinely signed over to regional distributors, who were made responsible for allocating the money as they saw fit (or for pocketing it, if they so desired). The technique used is to deduct a percentage from each sales invoice to distributors—in effect, the price of merchandise sold to distributors is lowered. These giveaway co-op plans have been attractive because of the way the excise tax laws have been interpreted. If a manufacturer invoiced a distributor for \$100 and then returned \$5 to the distributor as an advertising allowance, under Treasury rulings excise had to be paid on the whole \$100. No tax credit could be made on the advertising rebate. But if the invoice was drawn for \$95, tax need be paid only on that amount.

In January of this year, however, the Treasury Department ruled that a manufacturer does not have to pay excise taxes on money collected by him from the distributor, but which is eventually paid back to the distributor for local advertising in newspapers, radio, and television. There are already signs that this new ruling has hastened a trend away from giveaway plans. Only a few large appliance companies—mainly those with factory-owned distributors—maintain the giveaway plans.

An executive of one of these companies is frankly, but anonymously, unhappy over the giveaway policy. "We used to get tearsheets of ads run, but our owned distributors do most of the checking now. The money is routinely made available to them, and final control is pretty much in their hands. We don't attempt to forecast co-op linage. To tell you the truth, if I had my way, I would do something different. From my experience, when you take a national newspaper campaign and tie in co-op with it, you get more mileage out of both. Let's say we were running a national campaign. As insertions were scheduled, our field men would alert the sales force, who would contact the dealers. The salesman would suggest either a dealer listing attached to the factory insertion, or program a series of dealer advertisements to run simultaneously with the national space."

Significantly, this executive thinks primarily about co-op as an adjunct to national media, not as an integrated part of a national media campaign. "Co-op linage might have some effect on the national campaign, but not much. We arbitrarily select markets within the national campaign, and add co-op to them. Some companies may do it differently, in the case where national advertising support in the market is contingent on local advertising effort by the dealers and distributor."

### Function of Co-op?

Second only to the problem of control is the diversity of views over the proper function of cooperative advertising in relation to the total marketing effort. In many cases, the distributor (and this is also true in industries other than appliances) tends to look on the co-op fund as a catchall. There are cases where as much as 80 per cent of the co-op allowance is spent on point-of-purchase and other merchandising aids produced by the factory itself. In other words, the money is supplied by the factory, and then recaptured in the form of payments for point-of-purchase. It is not spent on retailer-sponsored cooperative media advertising. In other instances, money is spent for non-conventional purposes: to support Little League teams and bowling teams; to pay for distributor sales meetings. Mr. Crimmins, of ACB, is of the opinion that charging items against the co-op fund indiscriminately is a bigger depletion than retailer "monkey-business."

On the manufacturer's level, the question of function is just as important. Irving Holczer, Bulova Watch Company's sales promotion manager, believes that "trying to coordinate co-op and national media in strict scientific terms is like mixing oil and water. The two complement and supplement each other. One is looked at from the national point of view, the other from the retailer's angle. National advertising in this area is a proper background for retail advertising. Often, a manufacturer with rigid requirements for co-op advertising based on his own national advertising practices, works a hardship on himself. He requires a product to be sold in a certain way that is not suitable for the retailer.

"To us, cooperative advertising is an additional sales opportunity, which among other things, helps spread the advertising for Bulova products more evenly over the year. Co-op, in conjunction with Bulova's whole sales promotion program, is part of our total marketing mix.

"We find that the amount of effort that jewelers put into advertising is a reflection of what we ourselves do. For example, if we run a page in *Parade*, there is likely to be an increase in co-op linage in *Parade's* markets. But I'm not sure that it is good for retailers to put their insertions in the same issue of paper as we do. Perhaps it might be better if they ran two days later, for another impression. They have our schedules. I'd like to emphasize, though, that we are reluctant to issue any general statement in this matter. Local shopping conditions vary too much."

To sum up, co-op is not at a point—nor is it likely to be in the near future—where retail and national media strategy can be dovetailed with any precision. There are too many variables — of goals, of methods, of quality of information. The best that can be hoped is that the quality of manufacturers' control of co-op expenditures will improve to the point where objective analysis of what is received for the money in the way of advertising impact is possible. Only then can real media coordination be achieved.

# WHAT MAKES GOOD HOUSEKEEPING DIFFERENT?



## OUR READERS LIVE WHERE THE SALES ARE

Of the three women's service magazines, Good Housekeeping has the highest percentage of its circulation in the top fifty metropolitan and suburban areas where retail sales are highest.

Retailers know this. In cities of 100,000 and over, they spend more of their own money for retail tie-in linage with Good Housekeeping than with Life, Saturday Evening Post, Better Homes and Gardens, Ladies' Home Journal, Look and McCall's combined! Surprise? Here's another. Our young readers have higher family incomes than the readers of McCall's and The Journal.

That's what makes Good Housekeeping different—and that's what makes it a great advertising medium.

# GOOD HOUSEKEEPING

MAGAZINE AND INSTITUTE

A HEARST MAGAZINE



And among the other differences are these marketing strengths—a combination of advantages no other magazine offers its advertisers:

1. GOOD HOUSEKEEPING INSTITUTE — for product investigation
2. GOOD HOUSEKEEPING CONSUMERS GUARANTY
3. GOOD HOUSEKEEPING CONSUMERS' GUARANTY SEAL—for merchandising
4. CONSUMER RESEARCH PANEL — with 20,000 members
5. MATCH-A-MARKET — five regional editions
6. HEARST TRADING AREAS SYSTEM OF SALES CONTROL
7. BUYERS GUIDE — purse-size listing of products with Consumers Guaranty



THE  
POWER  
OF  
CIRCULATION

Now, The Detroit News has a total paid circulation of **737,415** weekdays and **933,339** Sunday.\* In the 6-county Retail Trading Area where its circulation is concentrated, The News reaches 4 of every 5 homes that get a Detroit newspaper.\*\* Concentrate your Detroit advertising in The News for maximum mass-market circulation at a minimum milline rate—**\$1.90 weekdays, \$1.66 Sunday**—lowest rate in the nation's five largest markets.

\* Average 11/7-12/31/60 in interim statement filed with ABC subject to audit 10/1-12/31/60 \*\* Audience Study, Detroit newspapers, 12/13/60-12/21/60, Carl J. Nelson Research, Inc.

## The Detroit News

INCLUDING BEST FEATURES FROM

### Detroit Times

New York Office: Suite 1227, 60 E. 42nd St. • Chicago Office: 435 N. Michigan Ave., Tribune Tower • Dallas Office: 785 Market St., San Francisco • Miami Beach: The Leonard Co., 311 Lincoln Road





## Procedures in Media Selection for an Industrial Client

### Part III: Presentation of the Media Plan

In this third of four articles, Robert C. May, sales promotion director, Automatic Switch Company, explains what form of presentation the media plan should take. The previous articles outlined the steps taken in the company as advertising plans are formed, and what the industrial advertiser wants to learn from his agency. The fourth and final article will be concerned with what the industrial client wants to learn from the space representative.

By Robert C. May

**W**HAT FORM should the presentation of a media plan by agency to client take?

In our case at least, the presentation should be factual rather than dramatic. A three ring binder, and an orderly, well organized, well thought out presentation is what is required. Since the "pitch" is made to only one man at a time, a "showy" presentation would be unnecessarily ostentatious. (However, more dramatic presentations may be in order when selling a media schedule to a board of directors, for example.) A suggested outline would include the following points:

**1. A restatement of objectives.** This establishes the problems which must be solved by the media selected. Typical objectives might be:

- A. To reach plant engineers in manufacturing concerns of 250 employees or more.
- B. To introduce new products.

C. To sustain advertising on product X, but to put much heavier emphasis on product Y.

**2. A brief summary,** indicating how these objectives are accomplished in this presentation. The remainder of the presentation (apart from three) should be devoted to elaborating on this summary.

**3. How well did we comply with last year's budget?** This provides us with an evaluation of our own efforts—and where we have exceeded budget limitations. It acts as a check and a warning for the year ahead. This section also makes us check into "what happened" where budget limitations were exceeded.

**4. Specifically, what are the jobs which advertising will do?** And how will these jobs be done? For example, to reach plant engineers, new ad campaigns may be required, or new media selected. If an objective is to introduce new products a listing and brief description

(Continued on page 70)



## NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

San Diego County, California, is 4th in apparel sales on the West Coast. To dress San Diegans, address them through the advertising columns of *The San Diego Union* and *Evening Tribune*. 81.2% of the families in the San Diego Urban Area — where 85% of retail sales are made — regularly read the weekday *Union* and/or *Evening Tribune*. 86.9% regularly read the Sunday *Union* and/or *Evening Tribune*.\*

\*Facts Consolidated

**The San Diego Union | *EVENING TRIBUNE***

"The Ring of Truth"



**Copley Newspapers**

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service. REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC. (Nelson Roberts & Associates)

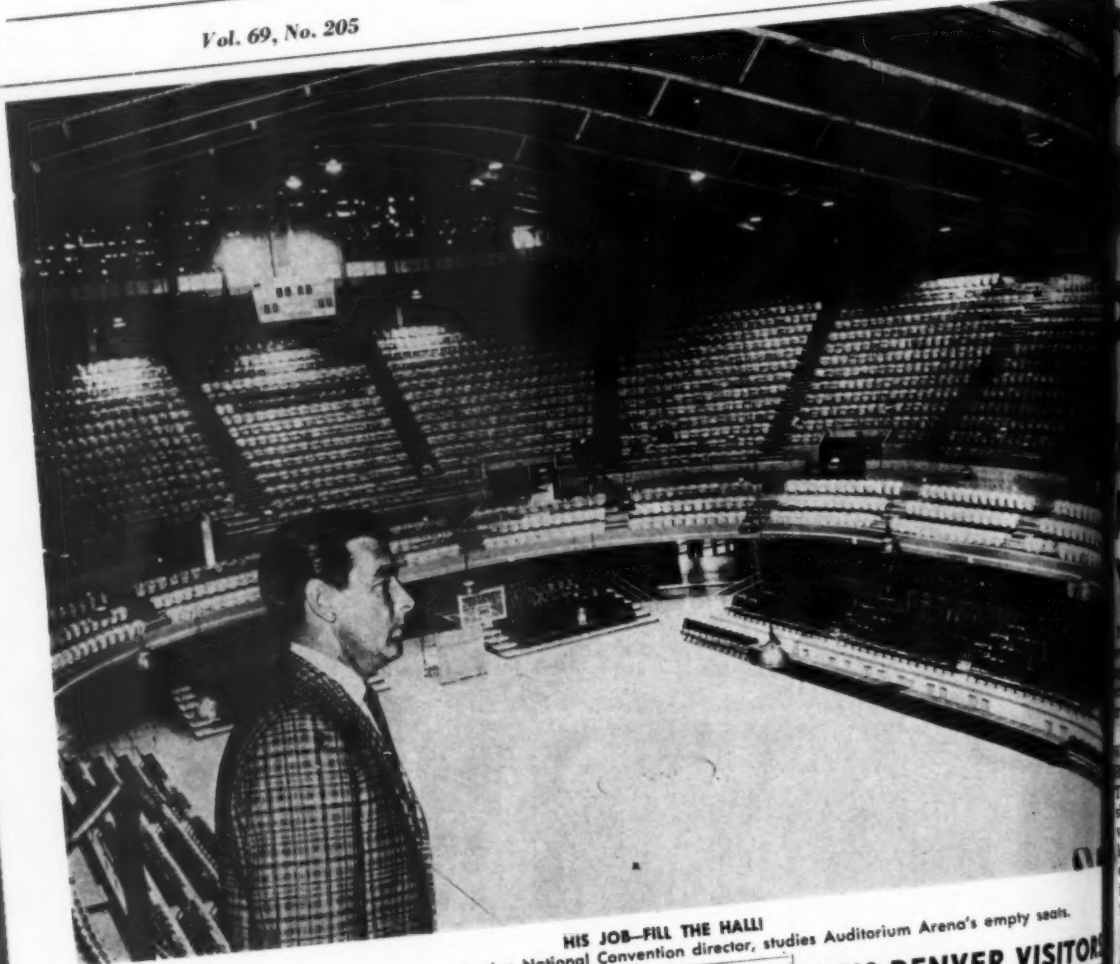
Hollis/cope, April 1961



# THE DENVER POST

The Voice of the Rocky Mountain West  
Denver, Colo.—Climate Capital of the West

Vol. 69, No. 205



HIS JOB—FILL THE HALL  
William H. Miller, American Legion National Convention director, studies Auditorium Arena's empty seats.

## 24 STORIES HIGH

### Skyscraper Way Cleared

The way has been cleared for construction of another skyscraper in downtown Denver.

The Denver zoning administration has given the green light for erection of the 24-story Western Federal Savings Bldg. at 17th and California Sts.

Final plans are being completed for floor-by-floor approval by City Building Dept. officials.

A barricade has been erected and demolition is under way on the California Bldg. and Embassy Hotel, which now occupy the site.

The contract for demolition of the old building was awarded to Barnett Co.

Destruction of the seven-story California Bldg. is one of the largest razing jobs in the city during the

## Oil Output Increases In Rockies

There was good news Saturday from Colorado's oil and gas industry.

The Rocky Mountain Oil and Gas Assn. reported an increase in crude oil production, gains in natural gas flow and the continued growth of Denver as a major oil city.

Crude oil production increased during 1960, reversing a downward trend that began in 1956. The state's oil wells produced at an average rate of 130,000 barrels a day, compared to 127,255 daily in 1959.

Over-all production was 47.5 million barrels, compared with 46.5 million in 1959. The 1960 total, however, was below 1958 production of 48.5 million barrels.

The association said biggest reason for the increase was the launching of major secondary recovery projects at

## 25,000 DENVER VISITORS

### Legion Sees Convention

By WILLARD HAMILTON  
Denver Post Business News Staff

Some 25,000 visitors from all over the world are expected to flood into Denver immediately after Sept. 14 to spend an estimated \$7 million during the convention period on hotel rooms, meals, drinks, presents and a host of miscellaneous items.

The visitors will be delegates to the national convention of the American Legion, the city's biggest single convention

## Good Year In Business Predicted

Sixty leading bankers in Colorado and six other states of the region agree 1961 will be a good year for business.



## City Area Building Pace Gains

24 Pct.  
Ahead of  
Year Ago

New construction in the five-county Denver metropolitan area shot 24.7 per cent ahead of year-ago figures during January. Figures released Wednesday by Lloyd Hughes, new president of Title Guaranty Co., showed that the dollar value of new mortgage loans—a building barometer—hit \$40,086,700 during the first month of 1961 for Denver, Adams, Arapahoe, Boulder and Jefferson counties.

That compares with \$32,269,136 in January, 1960. The number of new loans, both residential and commercial, was up from 2,406 in January last year to 2,818 this January.

Boulder County, added to the metropolitan area in the 1960 census, was the leader in the new construction surge.

Its dollar value was \$4,855,000 this January, for a 63 per cent increase over the \$2,977,500 in January 1960.

Arapahoe County, which had a gain of 45 per cent in new construction, followed with \$3,196,804 in January, up from \$2,196,804 in January 1960.

Denver County, which had a gain of 11 per cent in new construction, followed with \$2,196,804 in January, up from \$1,987,500 in January 1960.

The gain in Adams County was 11 per cent, for a total of \$5,402,000 in January, up from \$4,855,000 in January 1960.

Biggest mortgage lender in the area in January was Mortgage Investments Co., which made 131 new loans for a total of \$1,861,425.

## Sales Rise 16 Pct. In Denver Stores

Department stores sales in Denver last week surged upward for a 16 per cent gain over corresponding 1960 volume.

The Kansas City Federal Reserve Bank, which compiles store sales statistics throughout the 10th Federal Reserve District, reported the figures Friday through its Denver branch.

For the first five weeks of the year, the period ending Feb. 4, sales here were a strong 9 per cent ahead of the like period last year.

Lincoln reported a 14 per cent gain last week, Albuquerque 11 per cent, Kansas City 9 per cent, Topeka 8 per cent, and St. Joseph 7 per cent.

The district includes Colorado, Wyoming, Nebraska, Kansas, most of Oklahoma and portions of New Mexico and Missouri.

## UNDEPRESSED CITY

## Job Increase In Denver Area

few papers anywhere cover  
their home city and trade area as  
effectively as the Denver Post

sell the  
GROWTH MARKET  
of the West  
through  
one of America's  
great newspapers

Editor and Publisher: PALMER HOYT  
Represented Nationally by:  
MOLONEY, REGAN & SCHMITT, INC.

### CIRCULATION

Daily	262,462
Sunday	340,096
Empire Magazine and Comics	360,334

A. S. C. Publisher's Statement September 20, 1960

All stories in this advertisement are reproductions of news items which appeared in regular issues of THE DENVER POST.

'61 Show

job peak of 354,000 in November then slipped to a level around 315,000 for November and December.

They spell out their views in the current issue of Bank News Magazine, regional bankers' journal published in Kansas City.

to the optimistic



(Continued from page 66)

should be included, along with the date to be introduced. A concise listing of all new advertisement preparation is required here along with a brief description of how existing advertisements are to be arrayed to accomplish the objectives set forth.

**5. How will space advertising reach the markets specified?** A three column tabulation is effective here. Column one lists the markets, column two lists the publications covering that market, and column three is an evaluation of the coverage given by advertising to the market specified. Part of a typical tabulation:

Market	Publications	Evaluation of Coverage
Machinery SIC 35	(List of publications covering the machinery market)	Excellent. Well covered by..... insertions in a total of.... key OEM publications. Includes .....special position.

**6. Schedule of media and suggested number of insertions.**

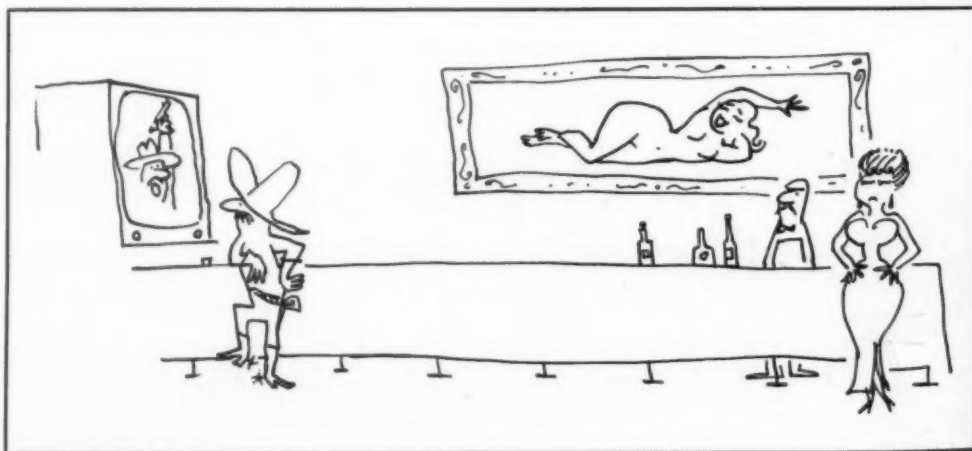
- Classified by market. This shows the weight of advertising devoted to each market. Unless saturation conditions occur, the number of insertions per market should coincide with the relative market importance initially specified.
- Number of insertions per publication.
- Dollars invested in each market and each publication. Last year's figures compared to this year's are helpful in showing increases or decreases.

**7. Back up material, showing why the specified**

media are the best choices. Here reasoning should be detailed, but logically and decisively presented. In effect, the agency is attempting to sell a multi-thousand dollar package of intangibles. The choice of the media in this package should be at least as carefully supported as the choice of an expensive machine tool might be. Ideally, questions A, B, C, and D (outlined in the second article in this series) should be answered for each magazine. But if this information is lacking, or is incomplete, as many facts as possible should be marshalled so that we know why a publication has been selected, and is best for our interests. Where intuitive choices are made, the facts upon which these choices are superimposed should be made clear.

**8. Competitive advertising.** The significance of the Brad-Vern survey charting the relationship of advertising to company growth has not been lost on us. Accordingly we watch the development of our competitor's advertising programs (both on insertions and content) with deep interest. While we cannot and will not allow competitive advertising to determine our program, we are well aware that our position as leader in the industry must be buttressed by a sufficient weight of advertising to enable us to hold that position.

Essentially, this means that while we will not follow our competitors in unnecessarily extravagant expenditures, our space budget should be substantial enough and our ads strong enough to provide a powerful image. The agency can easily furnish us with the salient facts we require about our competition, so that we can evaluate our position.



"We use N.E.D. to find hidden buying influences we never knew existed"\*



■ Uncovering new buying influences, finding new markets, new customers... these are the important jobs New Equipment Digest does best—and most economically.

That's why more companies today place more product advertising in N.E.D. than in any other industrial publication. They want *new business* and N.E.D. gets it.

At the same time, advertising in N.E.D. maintains broad, industry-wide contact with present customers and prospects. No other industry publication reaches so many key men in as many plants in all major industries.

Ask your N.E.D. representative for documentation of this impressive story.

*\*Case histories on request*

A PENTON Publication, Penton Building, Cleveland 13, Ohio

**NEW  
EQUIPMENT  
DIGEST**



Industry's leading Product News Publication

**Now over 87,000 copies (total distribution) in over 46,000 industrial plants**

# How Brewers Mix Media To Match Markets

(Part two of a two-part study.)

**Contrasting media strategies  
of regional brewers  
on East and West Coasts.**

*Changes in the marketing of beer are leading the big beer advertisers to revise media strategies, and to seek new ways to compete for attention and acceptance in this highly competitive field. In order to find out what brewers are doing, Media/scope took a close look at the media strategy of the 21 largest advertisers of beer. This is the second of two articles presenting in detail how these 21 companies invested a combined total of \$83 million in 1959 in the major media of newspapers, magazines, television, radio, and outdoor.*

**L**IEBMANN BREWERIES, Inc., Brooklyn, N. Y. (Rheingold), has possibly the most unique focal point around which to build its media strategy, the Miss Rheingold program. William L. Dye, advertising manager of Liebmman, looks on the contest through which Miss Rheingold is elected each year and the follow-through in advertising all year as "the greatest product promotion ever." Mr. Dye funnels some \$4.8 million dollars in major media (1959 figure) into his relatively small geographic market, most of it related to Miss Rheingold. As a result some 20 million votes are cast each year in ballot boxes at some 40,000 points of sale in New York, Connecticut, Massachusetts, Pennsylvania, Delaware, and Rhode Island.

Rheingold has stayed with newspaper advertising to a much greater extent than other brewers, possibly because of the news value of the contest. In 1959 it invested \$2.2 million (46 per cent of its major media budget) in news-

papers—a larger portion of expenditures and more dollars than any other leading brewer. Next largest media were outdoor (\$1.0 million) and radio (\$800,000). It put only 10 per cent of its budget (\$500,000) into TV—a lesser percentage in TV than any other leading brewer.

"For years," says Mr. Dye, "Rheingold has been the largest single-product, black-and-white advertiser in these New York City newspapers: *Daily Mirror*, *Daily News*, *Herald-Tribune*, *Times*, *Post*, *Journal-American*, and *World-Telegram and Sun*. Add to this an equally intensive schedule in 90 other newspapers throughout New York, New Jersey, Connecticut, and Massachusetts. Rheingold has also been the largest single-product, color supplement advertiser in all New York's general circulation newspapers. Virtually every week of the year, full-page, full-color insertions are carried in weekly supplements such

(Continued on page 74)

# Metropolitan OAKLAND *\*is on the move*

## ... IN FOOD SALES!



1950-\$271,266,000

Source: 1961 Sales Management Survey of Buying Power

1960-\$440,551,000



...And the **FACTS** prove that **ONLY** the **TRIBUNE** really covers this separate Market (Alameda and Contra Costa Counties) Northern California's largest population center.

\* For full particulars on this fast growing market, call the nearest Cresmer & Woodward office for your copy of the BRIGHT SPOT... or write to Advertising Director, Oakland Tribune, Oakland 12, California.

### Oakland Tribune

The greater East Bay (Oakland) area is an entirely separate market from the West Bay (San Francisco) area... with different local editorial interests.

NATIONAL REPRESENTATIVES: Cresmer & Woodward, Inc.  
SUNDAY COMICS: Metropolitan Sunday Newspapers, Inc.

## Largest Home Delivered Circulation in Northern California!



# ... Brewers Mix Media...

(Continued from page 72)



IN NEWSPAPERS Rheingold continued to invest almost half of its advertising dollars in 1959—relating its campaign to the newness of the Miss Rheingold winner each year.

as: *News Sunday Coloroto Magazine*, *Mirror Sunday Magazine*, *Herald-Tribune Today's Living*, *Journal-American Pictorial T-View*, *Times Magazine*, *Newark Sunday News Magazine Section*, and *Il Progresso, Italo-Americano Sunday Magazine*.

"In outdoor, schedules have been consistently heavy. Showings are uninterrupted metropolitan-area posting for 240 consecutive months. Each year, 12 different Miss Rheingold poster designs appear on thousands of billboards in New York, New Jersey, and Connecticut, plus hundreds of special 6-sheet posters in locations in selected areas that garner over 10 million viewers a month.

"Rheingold is also the largest suburban train car card advertiser in the New York metropolitan market. At least two Rheingold cards appear in every car of every commuter train in the Greater New York area. A total of 3,300 cars and 6,000 cards per month on suburban trains!

Add to this, ferryboat advertising, and the total comes to more than 22 million impressions a month.

"An intensive job has also been done in class publications with circulations concentrated in Rheingold selling areas. Schedule includes dozens of full-color, full-page advertisements in top weekly and monthly magazines such as: *The New Yorker*, *Cue*, *Playbill*, and *Harper's Bazaar*. Add to this football programs at Yale, Columbia, Princeton, Pennsylvania, and Army-Navy.

"Display material is tied in directly with general media advertising. Five complete window display campaigns and several interior wall panels a year appear in more than 9,000 outlets. And 12 colorful displays cards are distributed every year to more than 40,000 dealers. During the Miss Rheingold election, every dealer is supplied with streamer festoons, window cards, ballot boxes, etc.

"We believe that we have one of the very finest radio campaigns in the Rheingold "Let's Do It!" commercials. These feature top recording artists; and they sell Rheingold Extra Dry beer to millions of people via some 1,111 separate radio spots each week. Supplementing this campaign, Rheingold also sponsors shows like "The Jackie Robinson Show" and Nat King Cole's radio show. There are also heavy spot radio schedules beamed at the Spanish, Irish, Negro, and German markets.

"In television, Rheingold sponsors shows like "A Cold Evening With Nat King Cole," "Fiesta En Puerto Rico," a musical TV series with Bobby Capo as host, "The Rheingold Theatre" with Charles Drake, and "State Trooper" starring Rod Cameron. In Hartford, Rheingold sponsored "Tombstone Territory."

This considerable mix of media makes Rheingold a year-round advertiser, with a promotional peak in the August-October period, during the Miss Rheingold contest. A great deal of publicity is generated by the event, adding considerably to the effectiveness of advertising dollars at this time.

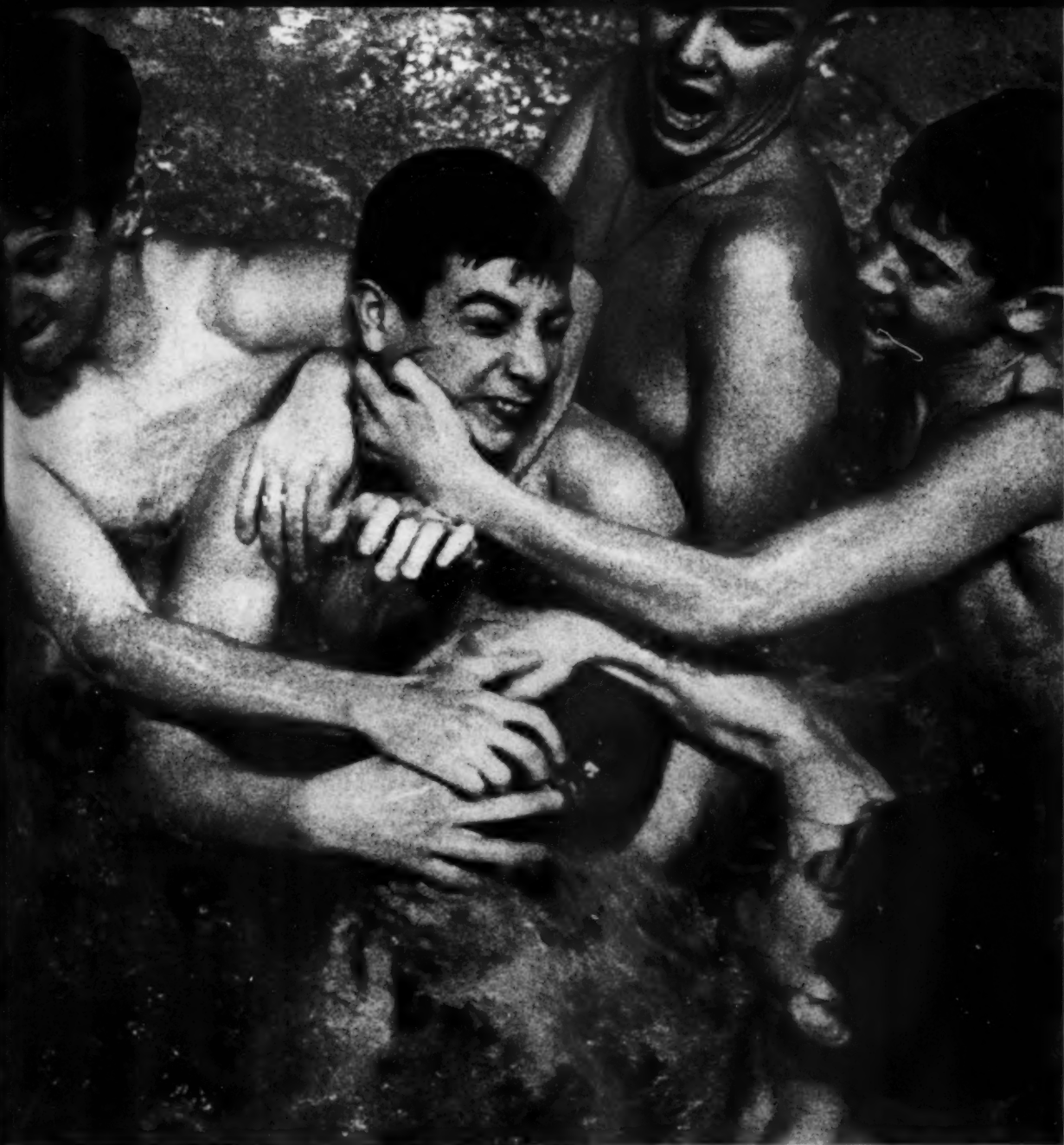
## Schaefer Seeks Sporting Image

Competing directly in the Rheingold markets is the F. & M. Schaefer Brewing Company, also Brooklyn-based. Schaefer, however, is also distributed more broadly in almost all the Eastern seaboard states. The two competitors use advertising themes and media that are in striking contrast to reach the same kinds of people in many of the same areas. Whereas Liebmann is committed to the Miss Rheingold promotion, Schaefer links itself promotionally to sports. The Schaefer media strategy has been evolving over the last few years from a simple into a relatively complex media mix, and appears now to be moving into a pattern of concentration in TV.

In 1953, Schaefer split its major media dollars almost

(Continued on page 76)

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page 76)  
per, April 1961



Things haven't changed much in some ways. Boys today have the same vitality, the same spirit, the same daring they always had. The big change is that there are a lot more of them now than ever before: 12,000,000. Another big change is in the things they read. Take Boys' Life.

The editorial requirements for the youth market are every bit as demanding as those for adult audiences. Boys' Life in April runs a feature on Casey Stengel by Arthur Daley: a humorous and touching tribute from one of the nation's finest sports writers to a baseball institution.

In July, Catherine Drinker Bowen writes a biography of Josiah Quincy, the young American lawyer who defended the British soldiers involved in the Boston massacre, and thereby defended the concept of equal rights under the law at great expense to his own reputation and safety.

Boys' Life is the only youth magazine whose editorial content so closely reflects the needs and interests of young people today. It is, therefore, the one medium to use to reach them. It is vital, spirited, alive. What better setting could your advertising have?

# BOYS' LIFE • 2,100,000 NET PAID

PUBLISHED FOR ALL BOYS BY THE BOY SCOUTS OF AMERICA

*Write to Promotion Director, Boys' Life, 2 Park Avenue, New York 16, for the new Gilbert Comparison Study of the Male Youth Audiences of Seven Magazines: Boys' Life, Junior Scholastic, Life, Look, Saturday Evening Post, Scholastic Roto, Senior Scholastic.*

# ...Brewers Mix Media...

(Continued from page 74)

evenly between newspapers and outdoor. Since then it has maintained and augmented its outdoor program, cut newspaper dollar investment by a third, moved into broadcast media in force, and used some magazines. Spot TV was added in 1956, spot radio in 1959; and in that year (1959), Schaefer's major media budget split was an almost equal four-way investment in TV, radio, newspapers, and outdoor. Currently, it is moving even further into broadcast media (60 per cent of its current major media budget in TV; and radio scheduled on an all-year basis).

"Television is our major medium," says John Nemesh, Schaefer advertising manager, "because it gives us an opportunity to align ourselves with sports, reach the male audience, and merchandise the sports participation in taverns. Also important, of course, are entertainment shows that also attract the kind of audiences we want."

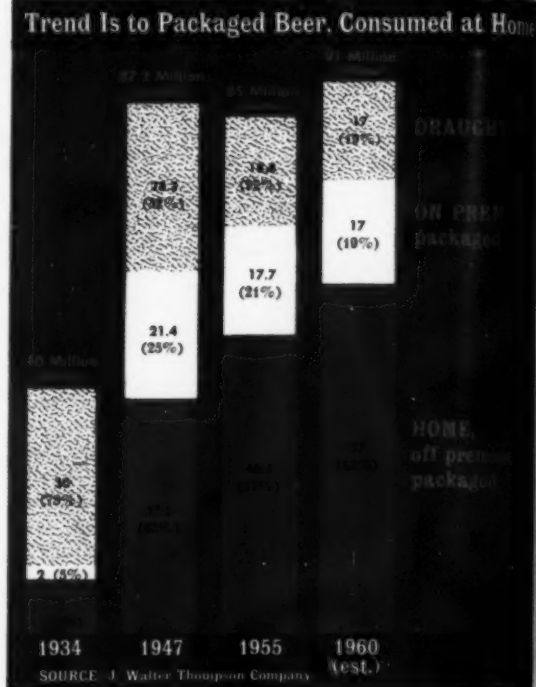
Mr. Nemesh found that, as a regional advertiser, there were some main sports events that Schaefer could not get. So he looked into fringe sports, and found a new gold mine for participation. During 1960, Schaefer became a large sponsor of racing events, both flat track and harness events; professional hockey; professional basketball, both the winter and summer Olympics; soccer games in season; lawn tennis; others, including such sectionals as the Syracuse Nationals basketball (for radio in upstate New York).

"We try to get sole sponsorship," explains Mr. Nemesh, "because we want to identify ourselves with sports. We use an umbrella title for this activity, 'The Schaefer Circle of Sports.' It was applied first in the New York metropolitan market; and we have extended it to other markets (Boston, Philadelphia, Washington, Hartford, Albany). This gives us a good audience among men; and men consume 84 per cent of the beer. Then we add to the sports package, consistent spot coverage (ID's and 20-second spots) to get total audience. And we also have had considerable success with sponsorship of such entertainment shows as full-length movies on TV, with commercials in the intermissions (restricted to 4 minutes in every 90 minutes.)"

## Ruppert Plans a Year-long Mix

Added to the competitive situation regionally in New York, New Jersey, Pennsylvania, and New England is Ruppert beer, the old and honored product of the Jacob Ruppert brewery on Third Avenue and 91st Street, in the "Germantown" section of New York City. In the recent past, the Knickerbocker brand was being pushed by this brewer, but it has now fixed on re-employing the Ruppert name.

Ruppert is another heavy investor in television advertising. In 1959 it split 85 per cent of its major media dollars into TV (\$2.2 million out of a total investment



of \$2.6 million). This television investment was double that made in 1958, and more than four times its investment in its first big TV year, 1956. Since moving into TV, Ruppert has cut investments in newspapers from \$516,000 (1955) to \$119,000 (1959); and it dropped outdoor investments from a peak of \$475,000 in 1958 to a lesser but still substantial \$318,000 in 1959. Currently it is adding magazines and radio in order to spread its coverage to an all-year program, and switching to a more varied media mix that will extend its reach. The new program (see chart) is designed to cover the market with different media all year, with media overlaps at four promotional periods. Appeals will be coordinated so as to match advertising in general media to point-of-purchase.

For the 1960-61 season, Ruppert shifted its major emphasis in television from spot to sponsorship of regionally syndicated film and sports programs. "We did this," says Maurice Atkinson, advertising manager, "to get longer commercial time. We wanted this year to have full one-minute commercials in prime time, in order to put over the Ruppert name and to expose our new label. Also, program sponsorship gives us some prestige; and we have been very selective in what shows we use for this reason."

"This does not mean that we are dropping spot TV. In 1961 we will use more spots in order to beef up certain areas, and to get greater frequency (ID's and 20-second

(Continued on page 78)



## We're Building **BIG** in Ann Arbor

This city's 67,340 residents, 19,090 more than we had 10 years ago, have been told of plans which add up to a \$29,425,000 building program for this community in 1961.

Construction activity this year in Ann Arbor will emphasize expansion and growth of business and residential areas to keep pace with the increase in population, some 38 per cent since 1950, according to official 1960 census figures.

Present plans call for business construction totaling \$6,000,000 that will include two

new shopping centers and two large commercial buildings. Institutional expansion, costing \$13,425,000, will add a new city hall, four new University of Michigan buildings and two parking structures. Residential growth will provide 450 new single family dwellings and one residential hotel.

In such a dynamic, expanding market you may expect maximum response to advertising placed in The Ann Arbor News which, with its approximately 30,000 daily circulation, is the area's most dominant medium.



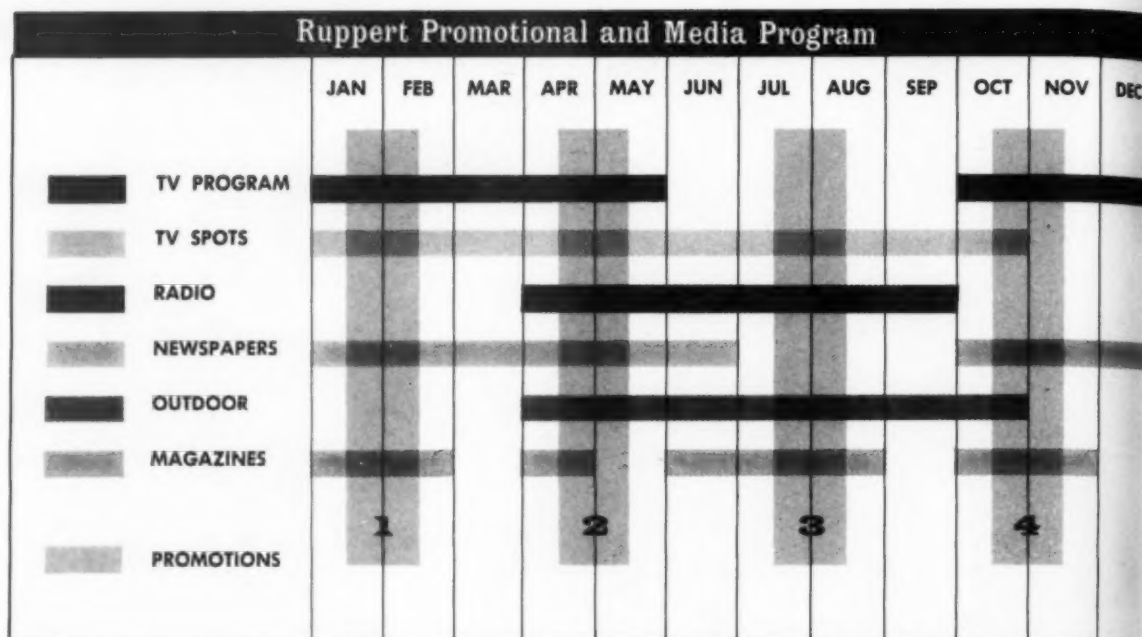
### THE ANN ARBOR NEWS

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper



## ...Brewers Mix Media...



(Continued from page 76)

spots in prime time). We are also increasing our use of 24-sheet posters for 50-100 showings all year, and we are in magazines."

The availability of magazine splits, according to Mr. Atkinson, is now an important consideration. And when using magazines, outdoor gains in importance, because it translates the magazine campaign into reminder advertising very effectively, and relates it more closely to the point of sale. There is a constant shifting of consumers among beer brands. Consumers will accept substitutes; and beer is a purchase strongly influenced by impulse. Therefore, the reminder value of outdoor is significant.

The threat of rising TV and radio cost, particularly in the area of broadcast production costs, and visual requirements of its new label are responsible in large part for making Ruppert currently more interested in print media. In newspapers, Mr. Atkinson finds, he can now take color plates and convert them to use in newspaper supplements; and this is also influential in giving newspapers an important spot in his new budget.

### **Piel Cartoons Make TV a Must**

The beer that many marketers believe was made famous by two cartoon TV characters, Bert and Harry Piel, is another Brooklyn product, coming from Piel Brothers. Distribution is in New York, New Jersey, Massachusetts, Connecticut, Pennsylvania, Delaware and Vermont. Media strategy here is almost complete concentration in spot TV for the last five years, with the recent addition (1959 and

1960) of radio. The move into TV prompted a total major media budget increase of 400 per cent in 1956; and a cut-back in newspaper advertising at the same time. The media switch was related directly to the creation of the Bert and Harry commercials by Ed Graham, Jr., formerly a young up-and-comer in the creative department of Young & Rubicam. The switch has paid off for Piel, although outside observers don't know whether to credit the ability of Piel to secure good name registration at relatively low cost and small investments (compared to larger regional and national competition) to the Bert and Harry commercials or to the concentration in TV. Piel is currently varying its commercial appeals to more conventional scenes of beer enjoyment, in addition to Bert and Harry cartoons. But it is staying with TV.

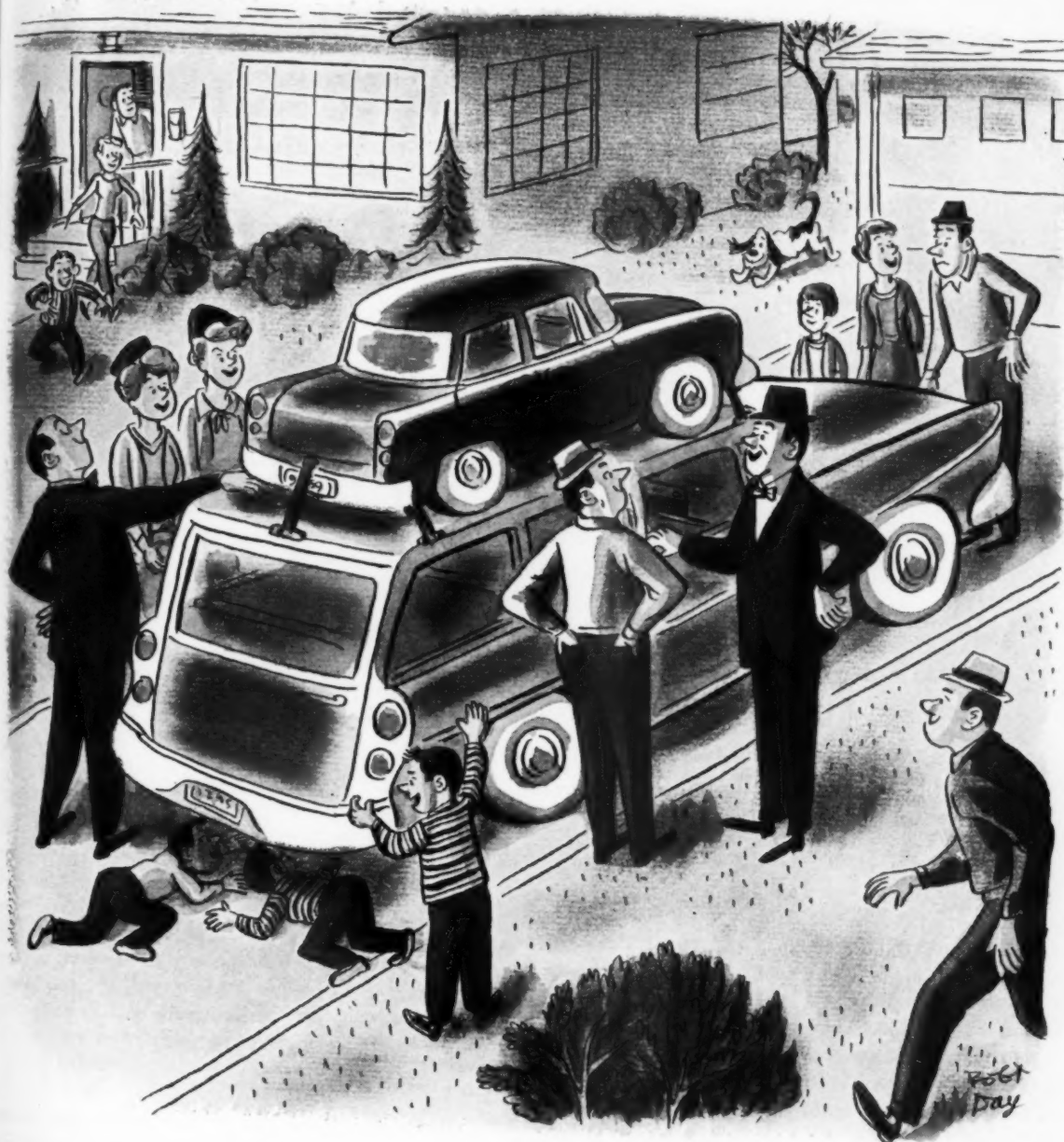
"Through TV," says Stephen Schmidt, Piel advertising director, "we have built a valuable franchise. This has been done through local purchases, by concentration in the one medium, by our own ability to merchandise the Bert and Harry TV commercials. We advertise all year: and are constantly seeking to improve our franchise on the best TV spots. This is a matter of timing and opportunity; and by keeping close to the markets in which we distribute we have been able to get close to what we want principally sports, adult westerns, and mysteries."

### **Outdoor vs. Broadcast on West Coast**

Contrasting media strategies are not peculiar to regional beer advertisers in the East. On the West Coast

(Continued on page 80)

## INSIDE SOLID CINCINNATI:



*"Guess Fred was right about Cincinnati Enquirer families having \$600 more a year to spend than the average Cincinnati family."*

### .....SOLID CINCINNATI READS THE CINCINNATI ENQUIRER



Daily Enquirer families *make more, need more, spend more*. You're in solid with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the market that matters in Cincinnati, write the Cincinnati Enquirer's Research Department for the latest Top Ten Brands survey.

*Represented by Moloney, Regan & Schmitt, Inc.*

## ... Brewers Mix Media...



BROADCAST MEDIA received virtually all of the Piel's budget in 1959: half a million dollars in radio, and one and a half million dollars in TV. Piel's has recently tried commercials other than the famed Bert and Harry cartoons illustrated above; but it is sticking with broadcast.

(Continued from page 78)

contrasting patterns are furnished by: Burgermeister Brewing Corporation, San Francisco; Olympia Brewing Company, Olympia, Wash.; and Lucky Lager Brewing Company, Los Angeles. All three have important distribution in the Pacific Coast states and in Idaho, Montana, Nevada, and Arizona—although some areas are better than others for each. Outdoor claimed a large percentage of the major media budgets of Olympia (63 per cent) and Lucky Lager (52 per cent) in 1959. Burgermeister stayed out of outdoor almost completely in that year (in 1960 outdoor became more important to it), and put almost all its 1959 advertising dollars into broadcast media (69 per cent in TV, and 31 per cent in radio). Conversely, TV got only 12 per cent of Olympia's budget and 22 per cent of Lucky Lager's. Olympia stayed out of radio; and Lucky Lager was in for 19 per cent.

Print media were relatively unimportant to the West Coast regional brewers. Olympia put 25 per cent of its budget in newspapers, Lucky Lager only 7 per cent, and Burgermeister less than 1 per cent. None of them put significant amounts in magazines; but this situation is changing now that West Coast splits are available.

B. L. Renderer, advertising and marketing research

manager of Olympia (63 per cent in outdoor in 1959) believes that "outdoor advertising is more attractive to companies in the West than those in the East. However, while we do continue a strong outdoor showing, it is not necessarily at any greater strength than any other media. Outdoor was the first major media our company used, and we have consistently stayed with it.

### Strategy of a Regional Beer

"We do not believe that the fact that we are regional makes our job of planning basically different from a national beer. Like any company, we have specific objectives, and these objectives change just as rapidly as does the market. Our advertising campaigns have to be designed to meet these changes from year to year. The media selected, or the amount, can only be determined by using that which best answers the need.

"The only limitation for regionals like ourselves would be in the realm of television. Network shows have not been available to us, although we have used the medium several times. Until this year, we had always sponsored a syndicated show. This year we stayed with spots. Perhaps in the future the networks will make available to regionals

(Continued on page 82)



PHOTO BY CORRY

## Concentrated **COVERAGE** where it counts...

Many are aware that under the Big Top is concentrated 3 giant rings of unmatched thrills and excitement.

It should be equally well known that under the Big Top of **FIRST 3 MARKETS GROUP** magazines is concentrated 3 giant markets with record smashing sales and unmatched profits.

Build sales leadership for your product by concentrating a sizeable part of your advertising effort in the **FIRST 3** markets of New York, Chicago and Philadelphia—which account for about 1/7 of all Drug sales, 1/6 of Food sales,

1/5 of Furniture, Furnishings and Appliance sales, and 1/4 of total U. S. Apparel sales.

In these compact, most profitable markets you need much more than regional portions of thin-coverage "national" media or the "now you have it, now you don't" audience of the ephemeral TV or radio sales message. Within these top markets *there is no substitute* for **FIRST 3 MARKETS' dominant 54% COVERAGE** of all families.

Concentrate **COVERAGE** where it counts . . . with **FIRST 3 MARKETS GROUP**.

THE GROUP WITH THE SUNDAY PUNCH



ROTOGRAVURE • COLOGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

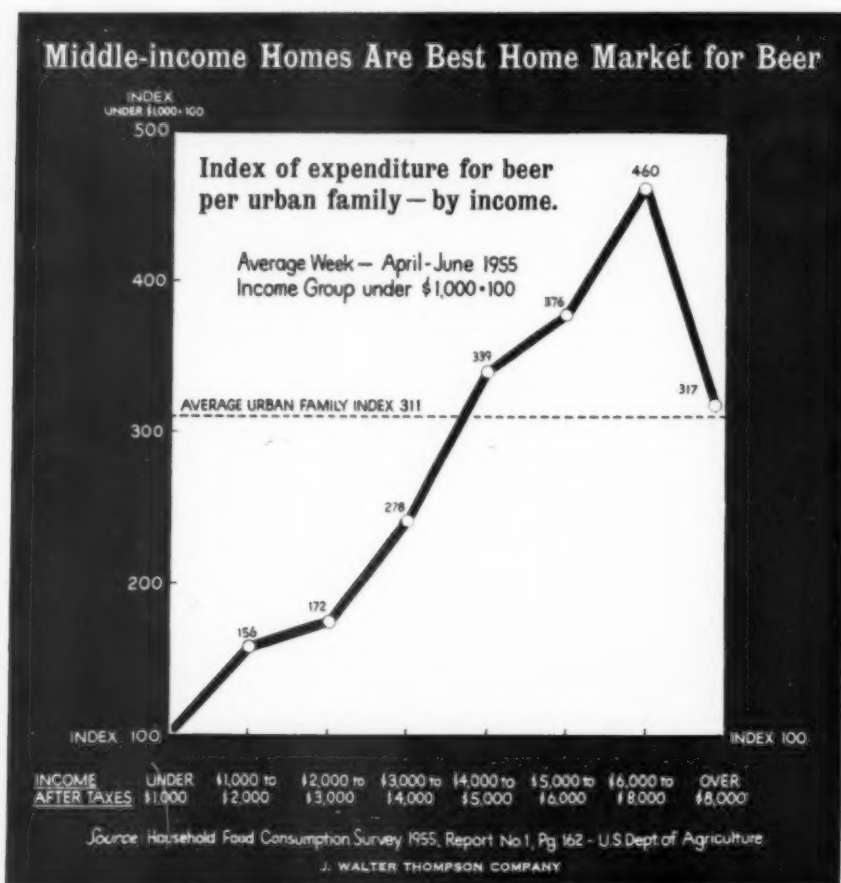
Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, Murray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, Superior 7-8843 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, CArtfield 1-7946 • LOS ANGELES 5, Calif., 3400 Wilshire Boulevard, Olinick 5-3557

Media/scene, April 1961



## ...Brewers Mix Media...



(Continued from page 80)

network quality productions.

"National consumer magazines were not available until recent Western editions were put into effect, and we now have an opportunity to appear in national consumer magazines on an equal basis with national brands."

L. D. Mullins, advertising manager of Burgermeister (all broadcast in 1959) says that his purpose is to "hang very close to the fundamentals in media selections. We use those media that most effectively present our basic selling proposition to the greatest number of prospects at the most reasonable cost. Initially it is a matter of judgment. We follow up this judgment with research as the campaign unfolds—research aimed at determining how effectively the media we selected are getting our story across.

"At the present time (October 1960), spot TV, outdoor and radio (in that order) are being used to carry our message. We slant our use of these media toward our best prospects, the male beer drinker between 20 and 40. We try to select the times and locations that will reach these prospects sometime shortly before their actual buying

decisions are made. Since we intensively study the stations and time periods in our markets and the outdoor locations in our markets, we feel we add a value to our buys that is hard to match on a more casual basis.

"We feel that all media do an effective job of communicating with their audiences, but we can only afford to use the media that do the best job for us. We concentrate all of our budget in those media so that we can cope with the increasing volume of advertising."

### Media Applied to Markets

The present discussion has gone into considerable detail in showing how several of the largest beer advertisers go about their task of relating media strategy to markets. It has made no attempt to cover the media buying of all advertisers in the group. However, it has given enough examples to show: typical buying patterns, how buying patterns differ among competitors, both regional and national, and how trends in both the market and media are followed by changes in media planning in this volatile area for media buying.

# LET'S FACE IT..... *by Volpe*



On the job for more than a quarter of a century, this leader's name and fame are feared by lawbreakers and the underworld throughout the nation.\*

## IT TAKES THE COMPLETE PICTURE TO RECOGNIZE A LEADER

Newspapers, like leaders, can be unrecognizable unless you have a complete picture. In the booming Los Angeles market, the complete picture of buying income, circulation and selling success is put together for you by the recognized leader in the evening field . . . the Herald-Express.

FACE THESE FACTS: You get the largest evening circulation in Western America . . . 76.7% unduplicated by any other metropolitan newspaper. Concentrated coverage of L. A. County where 90% of metropolitan sales are made. Readers with more money to spend . . . with annual buying income of more than \$2,803,000,000.

Los Angeles Evening

# HERALD-EXPRESS

*Largest Evening Newspaper in the West*

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

J. Edgar Hoover, Director  
Federal Bureau of Investigation



## Media Planners' Groups

*Media representatives invited to session.  
MacManus, John & Adams study tells how  
buyers and sellers regard one another.  
Zeltner describes new direction of New  
York Advertising Media Planners.*

### 250 at N. Y. Media Planners Meeting Hear about Agency-Media Relations

**I**T WAS STANDING ROOM only at the March meeting of New York Advertising Media Planners.

Record attendance of some 250, including standees, was boosted by the session's subject — buyer-representative relations — and resulting invitations to representatives to come along and learn, too.

And they did.

They heard John E. O'Brien, vice president, consumer products, MacManus, John & Adams, go through the extensive Detroit study of the question\*, slide by slide, wide-screen, and conclude that, while both buyers and sellers agree to the need for appointments, for frankness about medium and client objectives on the buyer's part, for keeping it to them-

selves on the representatives' part, and for more selling geared to those objectives, too few on either side of the fence do anything about it—except gripe.

Based on this 1960 survey of buyers and representatives by the research staff of MacManus, John & Adams for the East Central Council of the AAAA, Mr. O'Brien told the Planners and their guests that more fruitful buying and selling "boils down to common sense, common courtesy, and a little organization."

#### More Useful Presentations

"Simple things, such as making and keeping appointments on time, attentive listening, and making presentations more useful, could make all the difference in the world. Something's wrong when 36 of 79 agency men say that only half the presenta-

tions they see are useful. Maybe it's because so many are concerned with numbers, rather than with an idea to spark the use of the medium—to show the buyer how to show the client how the medium can sell his product.

"And if presentations don't do this, why does the buyer just sit there, smile, and nod his head? How many times have you called a salesman after a presentation, to tell him what you really think of it, and offer constructive suggestions as to how it could be improved next time—to help you?"

#### New Time and Place

Other reasons for the record turnout of Planners and their representative guests were the new time and place.

Scene of action was the theater-  
(Continued on page 86)

\*Complete details appear in January and February issues of MEDIA/SCOPE.

# TODAY IN CANADA...



**169,183 people\* will read**

## THE CALGARY HERALD

*will they get your sales message?*

Any way you look at it, Calgary represents a mighty important audience for what you have to say!

They're wealthy here, too. This bustling western market has chalked up over \$354,800,000 in retail sales out of a total personal disposable income of \$395,400,000—more than the combined total of London, Peterborough and Cornwall.

This lucrative market is sold best through the

medium it relies on most—The Calgary Herald. Use the Herald to get right to the heart of the Calgary area's 257,053 population.

Circulation 72,539 A.B.C. September 30, 1960  
\*15 years of age and over

*You get action when you advertise in*  
**THE CALGARY HERALD**  
*A Southam Newspaper*



*The Southam Newspapers are:*

**THE OTTAWA CITIZEN**  
**THE HAMILTON SPECTATOR**

**THE WINNIPEG TRIBUNE**  
**THE CALGARY HERALD**

**THE NORTH BAY NUGGET**  
**THE EDMONTON JOURNAL**

**THE MEDICINE HAT NEWS**  
**THE VANCOUVER PROVINCE**  
*(Published for Pacific Press Ltd.)*

REPRESENTED IN THE UNITED STATES BY: CRESMER & WOODWARD INC. (CAN. DIV.), NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO, LOS ANGELES, ATLANTA



## N. Y. Media Planners Meeting . . .

(Continued from page 84)



**FULL HOUSE** of 250 buyers and representatives at March meeting of N. Y. Advertising Media Planners kept this appointment to hear group goals and survey results on what buyers and sellers think of each other.

size auditorium of Time, Inc.'s spanking new Sixth Avenue headquarters. There was almost enough room to go around.

This was also the first gathering to switch to the group's new 4:00-6:00 P.M. time slot. Previous meetings were from 6:00 to 8:00 P.M. New time, in addition to drawing higher attendance, and more members, is also expected to impress upon agency management greater recognition of the importance of the group's activities to its members.

### **New Directions for Planners**

But time and place were far from the only new facets of the Planners' work. The Planners have plans.

Before the main event, their president, Herbert Zeltner, vice president and media director, Lennen & Newell, outlined these plans and goals, and called for new members to broaden the base of the group and its future accomplishments. Mr. Zeltner's remarks follow:

#### **ZELTNER TELLS PLANS**

As we mentioned in our letters to both agency media directors and the

representatives of leading media organizations, this is an unusual meeting for the New York Advertising Media Planners and is intended to serve a two-fold purpose:

1. To make available to the widest possible audience on both the buying and selling sides of the media community in New York the intriguing and revealing study conducted by MacManus, John & Adams which has received such wide publicity and comment.

2. But there is a second purpose which I would like to spend a few moments discussing with you. This concerns the New York Advertising Media Planners and its future direction.

This group originated only about two years ago and its fundamental purpose is best explained from a short quote from the by-laws:

"This group shall function as an association devoted to the subject of creative media planning for better marketing. It shall function primarily as a discussion group whose aim is to promote the exchange among its members of information about media and their use and about markets and

their development. It has the secondary aim of furthering through such discussions the development of professional techniques in the buying of media among all those who are concerned or may be concerned with this occupation."

Under the auspices of Newman McEvoy and Pete Matthews, who have each served terms as president of this group, there have been a continuing series of worthwhile and rewarding meetings along these lines. Such other people as Larry Deckinger and Dick Jones have devoted much time and effort to building and strengthening this group.

But we are now at a stage in our development where two changes are vitally necessary and I would like to speak to our agency media guests directly this afternoon on this subject:

### **Broader Membership Planned**

1. Representation in this organization has been somewhat "lumpy," with several agencies very strongly and heartily involved, while others—and very important ones—have not been present at all. In order to accomplish



## GO REGIONAL! COVER ALL KELO-LAND!

There's no stopping a radio spot when you place it on KELO Sioux Falls, 13,600-watt franklinized power hurls your message throughout all KELO-LAND. And KELO program power (built on sensible music picks, full NBC news, colorful weather reporting, on-the-spot sportscasts) drives your message home convincingly!

**NBC**  
**KELO**  
13,600 WATTS RADIATED POWER  
**13,600**

Sioux Falls, S. D. and all Kelo-land

JOE FLOYD, President

Jim Molohon, Mgr.; Evans Nord, Gen. Mgr.

Represented nationally by H-R

In Minneapolis by Wayne Evans & Associates

**MIDCO**

Midcontinent Broadcasting Group

KELO-LAND/tv and radio Sioux Falls, S. D.;  
WOL/am, fm Minneapolis-St. Paul; WKOW/am  
and tv Madison, Wis.; KSO radio Des Moines

Media/Scope, April 1961

## N. Y. Media Planners . . .

anything of value to our field, to our companies, and to our individual careers, the New York Advertising Media Planners must broaden its base to include the great majority of important advertising agencies in the New York area.

2. Assuming that this broadened membership can be accomplished in short order, we would like to suggest very briefly to you right now some of the intriguing new prospects in store for our organization in the near future. Among these are:

- A change in emphasis for our regular programs which will limit the time for formal presentation of material in order to devote as much time as possible to informal and candid discussion of the problems being presented. Subjects now on the agenda for future programs have been selected for their interest and concern to agency media supervisors. Such subjects as new developments in the handling of competitive reporting; what agency management wants from the increasingly strengthened media department; the balance and tension between media and creative considerations; the relationship of programming to media. These are subjects we believe are worthy of serious consideration and comment among media directors and supervisors of a variety of agencies.

### Public Policy Committee

- We are also considering the establishment of a "Public Policy Committee" organized to investigate matters calling for the creation and publicizing of a point of view. This group could comment on such matters as new developments in the local-national newspaper rate differential and discounts; and examination of proposed network television modifications in commercial time allowed. We certainly realize the limitations imposed by the role of such organizations as the AAAA and the very definite and fundamental right of individual agencies to speak out as they wish. But the policy group we would call into existence would comment, in a suggestive

(Continued on page 88)

What's a

## SOURCE SELECTION BOARD?

In the US Air Force—the world's biggest single market—almost all procurement is a complex "team" effort.

And, whether you're a

- prime contractor
- associate prime contractor
- subcontractor
- or any combination of these three,

a Source Selection Board is one of the teams that affects your company directly.

### WHAT IT IS . . .

The USAF establishes a Source Selection Board for each major weapon system it considers. The Board draws up the characteristics of the system, prepares the bidders list, surveys and approves potential subcontractors.

### WHO IS ON IT . . .

150 to 200 officers drawn from the Air Materiel Command, Air Research and Development Command, and the using commands (SAC, TAC, ADC, etc.), make up each board and its supporting committees—different officers are on each Board.

It's important that these officers know about your company and its capabilities before they sit down to work. You can't reach them all with a personal message, of course, but you can reach them through AIR FORCE/SPACE DIGEST—the only magazine that penetrates the USAF market in depth.

How can you be sure? Very easily. Thirty-thousand USAF Active Duty personnel, 95% of all USAF generals . . . 71% of all USAF colonels, pay to read AIR FORCE/SPACE DIGEST. On any Source Selection Board, most members will be AIR FORCE/SPACE DIGEST READERS.

If you'd like more information about Source Selection Boards, or any phase of the complex marketing approach the USAF requires, call the nearest AIR FORCE/SPACE DIGEST regional office or write:

### AIR FORCE/SPACE DIGEST

1901 Pennsylvania Ave., N.W., Washington 6, D. C.  
NEW YORK • LOS ANGELES • CHICAGO • LONDON



## In Pittsburgh take TAE and see how to really fire up sales

TV advertising can best fire up sales by reaching the most people at the least cost. If we sound a bit obvious, may we respectfully suggest that you check the changed TV picture in Pittsburgh, both in homes reached and cost per thousand. Your Katz man will be delighted to supply the facts about WTAE's rise to dominance in the Pittsburgh market.

**BASIC ABC IN PITTSBURGH**

**WTAE**  
BIG TELEVISION IN PITTSBURGH  
CHANNEL 4

## N. Y. Media Planners Meeting . . .

(Continued from previous page)



HERE'S WHAT THEY DO IN ST. LOUIS. Buyers and representatives at first annual breakfast sponsored by AAAA's St. Louis Council to explore attitudes toward mutual working relationships. Audience was treated to same Bob and Ray spoof of a representative's sales call that opened Mr. O'Brien's presentation to the New York Advertising Media Planners.

capacity, to the trade press and the media community on those matters for which agency media people can put forth an opinion which could be constructive for each and every member.

### *Exchanges of Information*

- Another exciting new development will be the creation of a group to develop exchanges of information on media training and orientation techniques. With this activity, we would certainly not be encroaching on the privately-held areas of individual agency planning techniques. Rather, we feel it would be valuable to the very largest as well as smaller agencies to trade information and experiences dealing with the universal problem of efficiently and effectively developing well qualified media talent.

- A logical outgrowth of activity in this area could be the establishment of a group to work on recruiting and placement problems. Here again, we do not envision an infringement on individual agency hiring practices or on the fundamental role

of employment agencies. But we believe much could be gained from the specifying of certain standards for specific job titles and from the possible creation of a job clinic which can offer counsel and advice to both the employer and employee in our specialized and increasingly demanding field of agency media operations.

### *Awards to Representatives*

- One final point under discussion at this time is the creation of an annual award or awards conferred by our agency media group upon those representatives of media who are believed to do the most consistently professional and worthwhile selling job. We trust recognition such as this would do much toward spurring increased efforts in the improvement of selling and presentation techniques.

This is the very briefest outline of the programs we intend to undertake within the coming months. But I think it is obvious to everyone here that any one or all of these proposals—

(Continued on page 92)

In Pittsburgh

# take TAE and see

how to really fire up sales

**WTAE**  
BIG TELEVISION IN PITTSBURGH  
CHANNEL **4**

BASIC ABC IN PITTSBURGH / REPRESENTED BY THE KATZ AGENCY





TRA  
arresting  
who've e  
palest c  
but Ame  
tration?  
home se  
food) tha  
petitor.  
fresh ide

## TRAFFIC STOPPER!

That's the new American Home. This arresting spread, for example, gives fresh hope to all hapless husbands and offspring who've ever been shooed out of a newly carpeted room. American Home shows how even the palest carpet can withstand the roughest wear with proper care. It's an old problem . . . but American Home's young editors come up with lots of new solutions. Imaginative illustration? You bet! But plenty of useful information, too. American Home gives wall-to-wall home service with more pages on the subject (building, furnishing, appliances, gardening, food) than any other mass magazine — an eye-opening 15% more than its nearest competitor. 12,250,000 home-minded men and women stop, look and latch on to its every fresh idea. Advertisers, too, find American Home a big step in a wonderful new direction.

AMERICAN  
**HOME**

THE MOST EXCITING THING  
THAT'S EVER HAPPENED TO  
HOME SERVICE MAGAZINES!

## 1. MARKET AREA

Geographic definition of total area, presented visually by map and indicating:

- city corporate area and environs served by public transit
- central city shopping area, neighboring and outlying shopping centers
- areas where industry and business are concentrated
- pattern of transit, automobile, and pedestrian traffic density
- transit lines, types of equipment, locations of stations or platforms of elevated, subway and other high-speed carriers

Map should indicate civil divisions, city limits, county lines, and scale of miles, and list sources of information shown

## 2. SIZE OF MARKET

### Population

- total number of people in market
- distribution in urban, suburban, and rural portions of market and in residential and industrial areas
- characteristics: racial, foreign-born, native-born, language groups, sex, education, religion, etc.
- ratio to total U.S., region, state
- rank in U.S., state, metropolitan areas in U.S.
- gains, in total, or per cent, comparisons with other markets, areas, states, and U.S.
- dependence of population on public transportation

### Households

- data similar to those covered in points (a) through (g) above
- home ownership data (breakdown of dwelling units by types, by locations, etc.)
- family-size data, rental values, ownership of cars, major appliances, consumption of goods and services and other available data
- family transit-use patterns

## 3. ECONOMIC FACTORS

### Consumer Spendable Income

- totals, by designated areas
- per household and per capita income data
- per cent of income (ratios to U.S., region, state)
- ranking (national, regional, state, metropolitan area, other markets)
- income gains in total, by per cent, by rank
- income distribution by consumer spending units
- form income, if significant in area served

### Retail Sales

- totals, by designated areas
- sales volume of food, drug stores, general merchandise, apparel, home furnishings, automotive, filling stations
- other sales classifications, such as department store sales
- per household and per capita sales data
- per cent of sales (ratio to U.S., region, state)
- ranking (national, regional, state, metropolitan area)

Transit advertising comprises several different types of advertising. One is car cards inside transit vehicles. Another is posters on vehicle exteriors. Another is station and terminal posters and displays. Nearly every city over 50,000 population has a transit system offering advertising space in its public carriers: buses, subways, commuter railroads. (Detailed information about transit advertising markets is listed in Standard Rates and Data's Transit Advertising Rates & Data.)

## 1. CIRCULATION AND TRAFFIC

### Inside car cards

- average monthly rides (paid fares plus transfers)
- rides by day of week—studies, where available
- number of riders from specific areas of total market
- riders per month per thousand population
- trends in riding: comparison with other transit markets
- transfer policy—how counted as rides
- per cent of total population riding transit, regularly, other frequencies, as indicated by special studies
- source of circulation information; certification

### Outside bus posters

- effective circulation (actual exposures and total audience based on research findings, such as NATA Pollitz Study of Outside Transit Posters Exposure)
- bus poster audience by time of day, day of week
- bus poster audience in specific areas of total market
- density of traffic (automobile, bus and pedestrian) on transit routes as furnished by city traffic engineers or others
- route miles of transit streets; per cent of total street miles—miles per day traveled by vehicles
- source of exposure and audience information

### Station and terminal posters and displays

- total commuter traffic
- passengers on and off trains at station and terminals
- man-on-the-street exposure

## 2. AUDIENCE CHARACTERISTICS

- length of audience exposure to inside car cards; use of extensive copy, detailed artwork
- length of audience exposure to bus posters; use of little copy, broad poster artwork
- audience riding-reading habits, buying habits? average number of rides per month? Regular area riders, per cent breakdown
- characteristics of car card and bus poster audiences; age, sex, occupation, family composition, income level
- quantitative exposure of car cards and bus posters to members of households in market
- buying, shopping, travel habits related to transit traffic—hours, home location
- where available, response to specific campaigns—advertising, community events, national events promoted via transit advertising exposure; response to "take-one"

## 3. THE SYSTEM

### Physical Characteristics

- number, kind and size of vehicles
- condition of vehicles, passenger comfort, etc.

Check these points before buying transit advertising



- k) dominant industry/industries
- l) wages and employment; industrial and service
- m) total pay roll, weekly, monthly, annual; comparisons with other markets
- n) principal pay roll days
- o) principal shopping days, food, other
- p) wholesale distribution patterns
- q) labor force data by groups, occupation, sex, age
- r) transportation data
- s) building activity, homes, apartments, industrial — real estate valuation and assessments
- t) automobile registrations
- u) public transit riding (total rides per month in area) peak traffic hours
- v) climate (average yearly temperatures, rainfall)
- w) utilities (gas, electric, telephone installations); school and university enrollments, banking institutions, savings deposits, bank clearings, income tax returns, post office receipts
- x) recreational spending—sports, movies, theater

#### MEDIA/SCOPES MEDIA CHECK LISTS

This is one of a series of check lists for media buyers. Other lists published in recent issues were designed for: advertising budgets, buyers of spot radio, spot television, business publications, newspapers, point-of-purchase advertising, direct mail, and media planners. Due for publication in May and June respectively are checks lists for buyers of consumer magazines and outdoor. Additional copies of these lists are available at 30 cents each up to 20 copies; 51 to 90 copies at 20 cents each; bulk rates on request for more than 90. Please send cash or check with order to the Editor, *Market Research*, 420 Lexington Ave., New York 17, N. Y.

(such as ARE "Continuing Studies")  
 e) cost per thousand exposures based on research findings (such as NATA Polls Study of Outside Transit Poster Exposure)

- d) earned rate benefits
- e) trend of rate changes

#### Services Available to Advertisers

- a) merchandising aids—kind, necessary expenditures
- b) "take-one" hooks or pads—to dispense inquiry-producing return cards, receipts, etc.
- c) art, copy and production assistance
- d) maps of transit routes in area served to show coverage of shopping, residential and industrial neighborhoods
- e) market information, medium research, and advertising result studies
- f) background information on market's qualifications as test city
- g) surveys of market potentials, shopping patterns, special consumer characteristics
- h) editorial cards carrying information of general interest to riders

#### 4. ADVERTISER ACCEPTANCE

##### Quality Factors

- a) space used (total by month, by quarter, by year)
- b) average space used per vehicle
- c) list of advertisers by classification (local and national)
- d) policy on positioning
- e) longevity of advertisers in a particular medium
- f) advertiser case histories—how is transit advertising used alone, or to complement other media campaigns; sales successes
- g) endorsements by advertisers
- h) consumer and dealer research response

#### 5. OPERATING PROCEDURES AND POLICIES

- a) quality of cording and posting
- b) frequency and flexibility of cording and posting
- c) standards for maintenance of equipment, cards and posters
- d) any type of advertising not accepted; any copy restrictions
- e) mechanical requirements, deadlines

#### 6. REPRODUCTION OF CAR CARDS AND POSTERS

- a) types of stock required
- b) types of reproduction that take best advantage of medium; offset, letterpress, silk screen, actual photographs
- c) package identification in color and actual size; three-dimensional cards, or posters
- d) practicality of using engravings or artwork from other advertisements
- e) other uses for car cards and posters—window displays? point-of-purchase? mailing pieces? counter cards?

- c) per cent of income (ratios to U.S., region, state)
- d) ranking (national, regional, state, metropolitan area, other markets)
- e) income gains in total, by per cent, by rank
- f) income distribution by consumer spending units
- g) farm income, if significant in area served

#### Retail Sales

- a) totals, by designated areas
  - b) sales volume of food, drug stores, general merchandise, apparel, home furnishings, automotive, filling stations
  - c) other sales classifications, such as department store sales
  - d) per household and per capita sales data
  - e) per cent of sales (ratio to U.S., region, state)
  - f) ranking (national, regional, state, metropolitan area, other markets)
  - g) gains by total, by per cent
- Comparisons of ranking in income, sales, population and other classifications will serve to identify market qualities not readily apparent from fixed data

#### 4. SPECIAL CHARACTERISTICS

- a) analysis of market growth; projections for growth of population, households, downtown, suburban areas
- b) special geographic characteristics
- c) buying patterns of market
  - retail activity, special hours, shopping days
  - trend to suburban shopping centers
  - new shopping centers building
  - tourist trade
  - number of retail outlets
  - leading department stores
  - super-market chains
  - drug store chains
  - new retail outlets
  - discount houses
- d) comparisons—city, county, metropolitan area ratio of retail sales to consumer spendable income with other markets
- e) local or regional customs in relation to sales of specific goods, services
- f) retail concentration formula—a measure of retail concentration may be obtained by multiplying the population of each area by an average consumption ratio (e.g. per capita sales for the state or U.S.) and subtracting such "resident consumption" from the market's sales total, to obtain estimates of sales to non-residents
- g) new and expanded industry in area
- h) diversification of industry (value of product; value added by manufacturing; total wage earners in each industry)
  - i) leading manufacturers, service industries
  - j) dominant industry/industries
  - k) wages and employment; industrial and service
  - l) total pay roll, weekly, monthly, annual; comparisons with other markets
  - m) principal pay roll days
  - n) principal shopping days, food, other
  - o) wholesale distribution patterns

#### 3. THE SYSTEM

##### Physical Characteristics

- a) number, kind and size of vehicles
- b) condition of vehicles; passenger comfort, etc.
- c) other advertising locations; station platforms, terminals, etc. number, kind and location of platforms, rider concentration at given platforms

##### Advertising Space Availabilities

###### Inside spaces:

- a) side cards; sizes available
- b) special positions
  - behind driver; sizes, number
  - end spaces; sizes, number and location
  - over door; sizes, number and location
  - window spaces; sizes, number and location
  - c) clock spaces; sizes, number and location
  - d) other inside spaces; sizes, number and location

###### Outside spaces:

- a) standardized space available on sides of transit vehicles
  - King-Size bus posters (30 x 144)
  - Queen-Size bus posters (21 x 88)
  - Troveling Displays (21 x 44)
- b) front-end spaces available; sizes, number and location
- c) rear-end spaces available; sizes, number and location
- d) platform station posters; sizes, number and location
- e) size and location of posters or displays at airport and railroad terminals

##### Advertising Coverage

- a) inside space—full and fractional "runs" (number of cards needed)
- b) outside space—intensive, representative and minimum "showings" (number of posters needed)
- c) location of coverage—specific transit lines, specific neighborhoods, suburbs, etc.
- d) special availabilities

##### Rates and Costs

- a) favorable comparison of circulation and space rates with other media?
- b) cost per thousand readers based on research findings (such as ARF "Continuing Studies")
- c) cost per thousand exposures based on research findings (such as NATA Politz Study of Outside Transit Poster Exposure)
- d) earned rate benefits
- e) trend of rate changes



Think of the Purchasing Department as a tunnel through which all specifications, requests and requisitions must pass. To get your share of the business, you must sell the PA on both your product and your company. Alert companies back up their sales calls with advertising in the PA's favorite magazine. In today's buyers' market, it's the one thing you can do fast and at low cost to get a bigger cut of the pie.



To get more  
of the orders  
coming out  
here, adver-  
tise in

# PURCHASING

MAGAZINE

*Sells the man who buys*



A Conover-Mast publication • 295 E. 42nd St., New York 17, N.Y.





# What Is Meant By Advertising Effectiveness?

- *It is ridiculous to talk about measuring effectiveness when we don't know what it means.*
- *Is impact a measure of effectiveness?*
- *There is too much worship of mere numbers and not enough understanding of their meaning.*
- *It is not true that you are unable to measure anything unless you can express it in numbers.*

By William Capitman



*William Capitman is president of the Center for Research in Marketing, Inc., Peekskill, N. Y. The points he makes in this article are based upon a recent report to the American Statistical Association.*

TOWARD THE CLOSE of the Nineteenth Century, Lord Kelvin set down a dictum to which an unfortunate number of business men subscribe. He said: "When you can measure what you are speaking about and express it in numbers, you know something about it; but when you cannot measure it, when you cannot express it in numbers, your knowledge is of a meager and unsatisfactory kind." This remark has often been quoted with an approval which it does not altogether deserve. It does not, for example, do justice to the work of Darwin and Pasteur, to name only two of Kelvin's contemporaries.

Now, I do not believe that either Darwin or Pasteur would have failed

to avail themselves of any branch of knowledge which might have proved useful for them in expressing their conclusions. In Pasteur's case, he was able to express experimental procedures and conclusions without the use of statistics—in all probability he did not know them. In Darwin's case, he was able to provide both a description of the world which he observed and a theory to explain it, without the use of statistics. Again, in all probability, it was not a branch of knowledge which entered into his purview.

In today's commercial world, we who employ our talents as researchers are faced with the rather difficult fact that we are supposed, by the general public, to stand on one side or the other of this question. That is, it is widely assumed that anyone who uses techniques other than purely sta-

# The Seattle Post-Intelligencer

## ANNOUNCES GENERAL ADVERTISING FREQUENCY AND BULK VOLUME DISCOUNT SCHEDULES

Effective March 1, 1961 general advertising rates of the Seattle Post-Intelligencer will be scaled to reflect savings up to 17%. The new discounts are deductible from the current rates, 64¢ per line daily and 68¢ per line Sunday, which have been in effect since July 1, 1959.

### ADDITIONAL ADVANTAGES

Readers using the current daily and Sunday rates as the base to the new discount schedule, contracts signed by May 1, 1961 will earn full discounts on space used since January 1, 1961. The discounts are also designed to give national advertisers and agencies the widest latitude in planning schedules that permit both efficient and flexible use of the newspaper medium.

### BULK VOLUME

2,000- 4,999	2%
5,000- 9,999	3%
10,000-24,999	5%
25,000-49,999	7%
50,000-74,999	8%
75,000-99,999	9%
100,000-and over	10%

### FREQUENCY

One Time	10 Times	20 Times	30 Times	40 Times	More Than 40 Times
200-599	4%	6%	8%	10%	
600-999	5%	7%	9%	11%	See Note Below
1,000-1,499	6%	8%	10%	12%	
1,500-2,249	7%	10%	12%	14%	
2,250 and over	8%	11%	13%	16%	

Note: 1% additional discount on inage in excess of 40 times. Example: (Last line) 40 times earn 10% discount, 45 times earn 15% discount for 40 insertions, 17% discount for 1 insertion.

### SEATTLE POST-INTELLIGENCER

Represented Nationally by  
Hearst Advertising Service

tistical ones is opposed to statistics. It is also assumed that anyone who is statistically oriented—in modern language this is described as being scientific—will automatically be in opposition to “softer” methods of describing a phenomenon or a fact, in the world today. It is almost as though we were not allowed to cross this barrier.

### Love of Numbers

Most business men today tend to agree with Lord Kelvin. They want numbers assigned to everything. Assigning a number seems to provide the business man with a sense of security. He has a feeling that what he is examining is something more like a balance sheet, which he, understandably, regards as the key measure of the success or lack of success of his business.

For a host of reasons, lying deep in the psyche of our society, the number with which the business executive must deal becomes a very real thing. It is, in fact, more real than human relations, than the books which are piled upon his desk, than even the human beings with whom he deals. He does not look upon this number or this set of statistics as an approximation of reality; he regards it as reality itself.

In hundreds of corporations throughout this country, the monthly meetings to examine the audit figures presented by well known research firms take precedence over any other order of business. The executives, the product managers, research staff, the sales managers, gather like devoted adherents of a religious faith, to hear the priest give the real facts about what's going on in their own world.

There is no questioning of these numbers; they are simply facts upon which one must now base one's entire procedure until the next report is presented. The movements of these figures, in one direction or another, are literally regarded as a matter of corporate life and death. Charts and tables hang like icons on the walls of corporate management offices.

I fear that many statisticians find their greatest pleasure in the manipulation of the relationships between the numbers themselves. I am equally fearful and equally sure that their

(Continued on page 100)

**THE  
14th  
MARKET  
IS  
“TWINS”**

**and only  
ONE  
newspaper  
covers the  
St. Paul “Half”**

\* Ramsey, Dakota and Washington Counties

**ST. PAUL  
DISPATCH  
A BROTHER NEWSPAPER  
PIONEER PRESS**

Representatives  
**RIDDER-JOHNS, INC.**  
New York - Chicago - Detroit  
San Francisco - Los Angeles  
St. Paul - Minneapolis

# Media/scoop ON THE QUAD-CITIES

ROCK ISLAND MOLINE EAST MOLINE DAVENPORT

## No. 1 medium for

### LOCAL ADVERTISERS

More local advertisers invest more ad money in Quad-City newspapers than any other medium.

## No. 1 medium for

### LOCAL RESIDENTS

The majority of Quad-Citians read a local newspaper every day (99% coverage).

## No. 1 opportunity for

### NATIONAL ADVERTISERS

Quad-City newspapers offer good coverage, good readership, good results. Pace-setting national advertisers use The Rock Island Argus and The Moline Dispatch to sell Illinois Quad-Citians. Join the leaders in the Argus and the Dispatch.

THE QUAD-CITIES LARGEST  
COMBINED DAILY CIRCULATION



WTRF-TV

STORY  
BOARD



T. R. Effic!

**MARITAL PROBLEM DISCUSSION:** First Cannibal Matron: "I just don't know what to make of my husband these days." Second Matron: "Don't worry about it, I'll loan you my new recipe book."

### Wheeling wtrf-tv

**SALES MANAGER** Needham Smith says that he has read so much about the ill effects of drinking that he has decided to give up reading!

### wtrf-tv Wheeling

**TWO GREEKS** were watching their first football game when one said: "This is all American to me."

### Wheeling wtrf-tv

**OVERHEARD:** "Is she a snob? When she's in a garden, she allows the flowers to smell her!"

### wtrf-tv Wheeling

**BANKER'S COCKTAIL:** One drink you lose interest . . . two drinks and you lose principal.

### Wheeling wtrf-tv

**THE MERCHANDISING DEPARTMENT** of WTRF-TV is manned by C. Kirk Jackson, Director, with Robert Beall assisting. When alert advertisers buy WTRF-TV 7 . . . they get an eleven point bonus merchandising plan. Ask Hollingbery for details.

### wtrf-tv Wheeling

**EARLY SETTLER . . .** One who has already paid his income tax.  
**SOPHISTICATION . . .** Doing almost anything without feeling guilty.  
**POOR MUSICIAN . . .** One who is flat on his back.

### Wheeling wtrf-tv

**SELL** the rich, Wheeling-Stuebenville Industrial Ohio Valley from Wheeling, WTRF-TV, Channel 7.

CHANNEL SEVEN NB WHEELING, WEST VIRGINIA

(Continued from page 99)

greatest responsibility is the one with which they are least concerned: and that is the *relationship of the figures to the manner in which human beings behave, live, love, and purchase in the marketplace.*

The testing of effectiveness of advertising provides a particularly good framework for a further exposition of this point of view. In the testing of advertising we find accepted and employed an entire range and series of statistics and measurements, but their relationship to reality has never been explored. Continually and consistently, in advertising agencies and among the advertisers themselves, decisions are based upon a statistic, whose abstraction from reality is patently clear to anyone who thinks about it.

Consider, for example, the very term *effectiveness*. Just exactly what do we mean by this? Now the moment one addresses oneself to this question, it becomes clear that effectiveness is not a unitary concept. What we mean by effectiveness differs with different products, with different types of advertising, and with different media. We cannot even simply group all advertisements together and say about them that a measure of their effectiveness would be their ability to sell. Although this would be a possible definition of effectiveness, it would mean that in order to test advertising properly we must test its ability to bring about a sale.

It is ridiculous to talk about measuring effectiveness when we have no clear-cut understanding of what we are discussing. For some obscure set of reasons, any definition of effectiveness is rejected. I sometimes believe that the advertising agencies, and those responsible for advertising within the corporation fear such a definition principally because they lack confidence in what they are doing.

Advertising men and women have faith in advertising. This faith seems to be based upon no specific rationale, but rather upon the feeling that since "everyone is doing it," we must do it too. There are stirrings that indicate that this kind of thinking about advertising will not be long acceptable. It becomes incumbent upon us, to address ourselves more efficiently to the question of effectiveness—so that we are testing something which is meaningful and of value rather than at-

tempting to measure some abstract condition which may or may not have bearing on effectiveness.

For example, we are constantly testing what we call *impact*. By impact we generally mean the ability of an advertisement to be seen, or remembered, as compared to its competition. But this is not a measure of true effectiveness. Rather, it is a measure of something which we assume has something to do with effectiveness. Underlying this whole concept of impact is the idea that if people see or remember an ad more quickly or better than its competition, it will accomplish something else. But what will it accomplish? This question we do not answer at all.

Furthermore, we have no evidence which would indicate that there is any relationship between *impact* and anything else that an ad might accomplish. We are truly dealing here with an abstraction. One can collect an extremely interesting set of data from a technical point of view, and a statistician can have a real ball handling these data, manipulating them, and developing correlations. But this is abstracted empiricism at its most abstract.

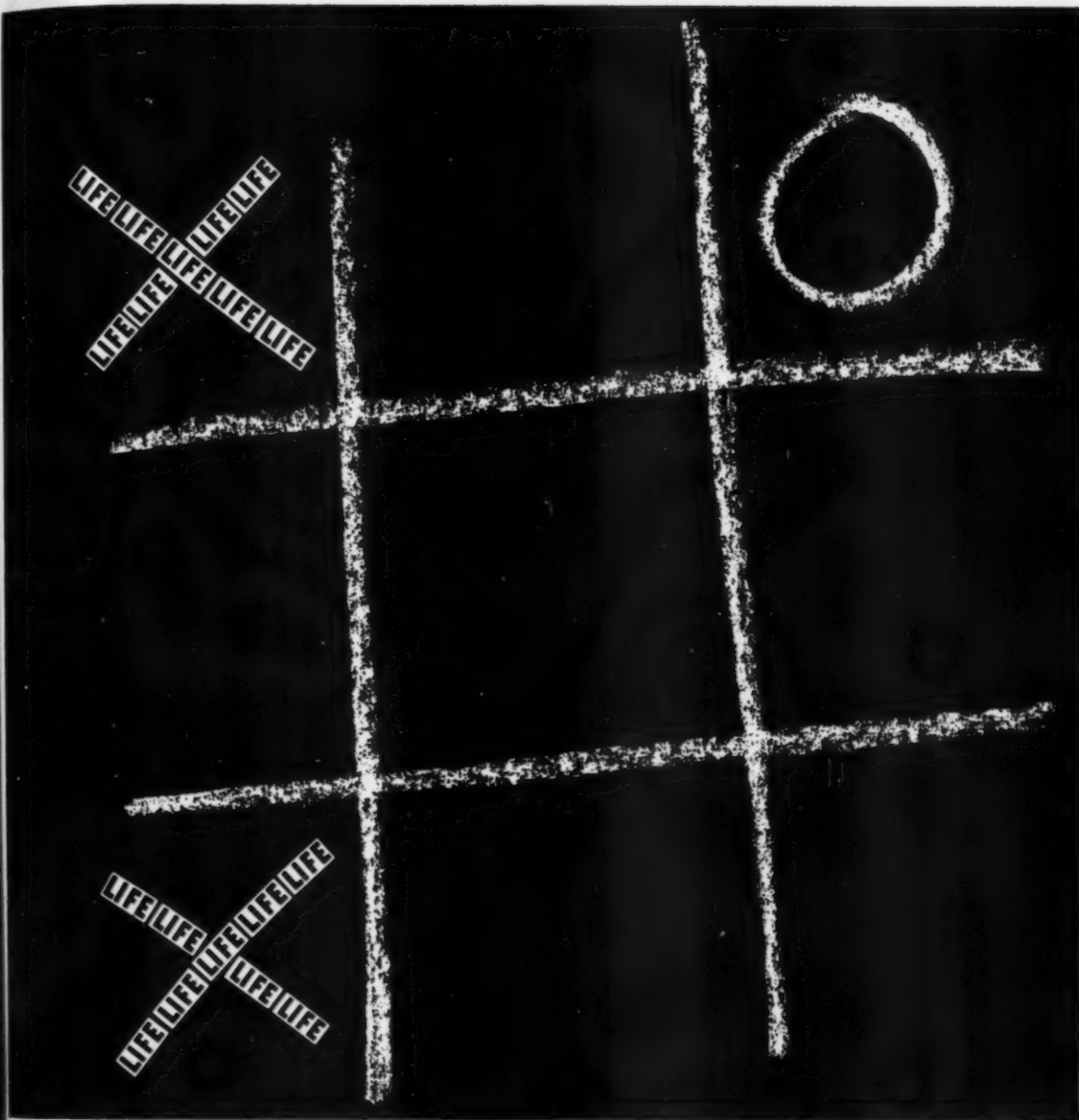
I am not denying that there exists a fact which one might call *impact*. What appalls me is that this fact is now accepted, when presented in the form of an index, or a measurement, as being a realistic measure of the effectiveness of an advertisement.

## How To Avoid Abstraction

The same illogical analysis can be made of almost any measure of advertising you would care to choose, and I would include in this such extremely interesting abstractions as audience measurement by television stations, audience reaction surveys, proved name registration, read most, and so on. It seems to me that any measurement of advertising effectiveness becomes a mere abstraction until we do two things:

1. We must decide what we mean by effectiveness, and our definition may have to differ according to different types of advertising and different types of media. Or, if we are incapable or unwilling to arrive at a definition, we must at least define our intent. It is possible to examine intelligently an advertise-

(Continued on page 102)



**TIC-TAC-TOE—19 in a row.** That's how many years LIFE has led in advertising revenue. Still, in their current ads, other magazines claim to be chalking up a big lead. Like any game, the magazine business has *one* winner . . . just *one*. That winner is LIFE . . . because LIFE reaches the biggest quality audience every week. (See charts.) That's why in 1960, advertisers invested more for selling in LIFE—\$79 million more in LIFE than in Look, \$33 million more in LIFE than in The Saturday Evening Post.

**REACH AND SELL THEM WITH**

ADVERTISED IN  
**LIFE**

**Average Issue Household Audiences**

<b>LIFE</b>	<b>18,950,000</b>
<b>Look</b>	<b>16,850,000</b>
<b>Post</b>	<b>13,250,000</b>

(SOURCE: 1959 LOOK HOUSEHOLD STUDY)

**Individuals from \$7,000-and-over households**

<b>LIFE</b>	<b>11,150,000</b>
<b>Post</b>	<b>8,400,000</b>
<b>Look</b>	<b>8,400,000</b>

(SOURCE: 1959 POST/DIGEST STUDY)



(Continued from page 100)

ment in terms of the intention of the advertisement. What seems to happen, however, is that the intention of the advertiser and the agency becomes an intention to do well on the various measurements which have been developed abstractly by testing organizations and by the agencies themselves.

2. We must, at least, understand just what advertising accomplishes. How do people respond to it? What is the framework in

which it exists? How does it relate to other methods of communication? How does it affect human behavior? These are the hardest, most concrete, and most down-to-earth things which advertising has to learn before any one of us can talk in an intelligent way about the effectiveness of an advertisement, or its measurement.

It seems to me that the importance of such an understanding goes beyond mere scientific interests. The lack of this understanding is a bar to creativity in any real sense. You

cannot break boundaries until you know what the boundaries are. Rather, when such boundaries are understood, when one does not truly understand either the objectives or meaning of what one is doing, the tendency is toward formalization. One repeats what has been effective in the past, because one does not know whether or not the new thing one wishes to try will be effective. Understanding basic principles permits one to be creative, to forge out new ways of thinking, to develop new ways of reaching people.

### The Statistician's Job

What do I expect of the statistician in this regard? It is perfectly true that in general the statistician is supposed to be only a technician. In fact, however, in our world, his technical skills are regarded as the acme of fact-gathering itself. It seems to me that this calls for the statistician to do one of several things:

1. He must make clear to the public with which he deals, the limitations of his statistic; the fact that he deals only with the past and not with the future; the fact that what he is giving is not reality itself, but merely a projection of an extremely complex segment of reality.

2. The statistician, himself, must begin to deal with the relationship between what he is statistifying, and the reality which exists. He cannot be content with the mere manipulation of numbers. For, in fact, when he manipulates numbers, his client views him as manipulating people. The statistician, himself, must move forward to an understanding and an insistence upon a rational relationship between the advertisement, for example, and its effect upon human beings, and the statistic with which he deals.

3. This means to me that a statistician must be more than a statistician. The role which he plays in modern American society, the power and influence of his work, requires him to be more concerned with its relation to human experience.

In the area of advertising effectiveness an entirely new conception must be developed. Unless we achieve such a point of view, and thereby establish a more reasonable and rational set of procedures for testing, we are failing to do our jobs as researchers and scientists.

# CHURCHES • SCHOOLS • INSTITUTIONS • SCHOOLS • INSTITUTIONS • CHURCHES

THE  
PROTESTANT  
RELIGIOUS  
MARKET



Comprehensively covered by  
**CHRISTIANITY TODAY**

and offering you:

1. The best church coverage — 180,000 ministers and lay leaders — all primary buying factors. . . .

2. The best readership — research indicates 81% — far beyond competition. . . .

3. The best educational and institutional coverage — reaching both the executives and board members individually. . . .

4. The best climate — you share CHRISTIANITY TODAY'S outstanding editorial prestige. . . .

Send today for brochure, "The Protestant Church and Institutional Market" containing pertinent information, plus circulation analysis, rates and data on

**CHRISTIANITY TODAY**

Washington Building, Washington 5, D.C. DEPT. M

# The first prize was a Duroc gilt

*(not to be confused with our Gold Pork Chop award)*

SWINE, no cuss word in Eastern Iowa, can be beautiful, if you know where to look. Stuffed with corn, symbolically wearing an apple presaging future feasts, a hog, considered moola-wise, is money on the hoof, or bankable bacon.

Porcine aesthetics are understood in Iowa, producer of some 22% of the nation's hog income. For five years now, WMT-TV's annual Swine Judging Contest has stimulated lively interest (649 entries this year). It's no place for Revlon, but sponsors like Wilson and Company, and the J. I. Case farm implement dealers, find it better than an Atlantic City beauty contest.

Should any New York City television stations want our secret, here's the oink-tested formula: Truck twelve hogs to your studios. Rev up the videotape and shoot the porkers front, side and back. Interview them, being careful to avoid conversational gambits that lead to discussion of future plans, and football. Safe subjects are diet, farm size, and number of tractors in the family. Store the tapes for subsequent use, after the oinks are cleared away, as segments on your weekday noontime farm show. Encourage would-be contestants to write for judging blanks. Play back the taped segments in a specified week. Ask the contestants to place, grade and estimate back-fat thickness of each hog, four hogs to a class. Let your farm staff tabulate the entries and pick the winner.

This year (the third year in a row) a lady won first prize. We suspect the reason

for such distaff accuracy is training acquired from years of keeping an eye on the butcher.

Well, that's about the story, except for the admonition in the sub-head. Each spring, the WMT Stations also present a Gold Pork Chop plaque (made from a cast of a frozen chop from the champion carcass) to the winner of the Iowa State Spring Market Hog Show *Quality Pork Contest*. How'd you like to have one of those over your mantel?

WMT-TV • CBS Television for Eastern Iowa Cedar Rapids—Waterloo

National Representatives, The Katz Agency  
Affiliated with WMT Radio; K-WMT,  
Fort Dodge; WEBC, Duluth.



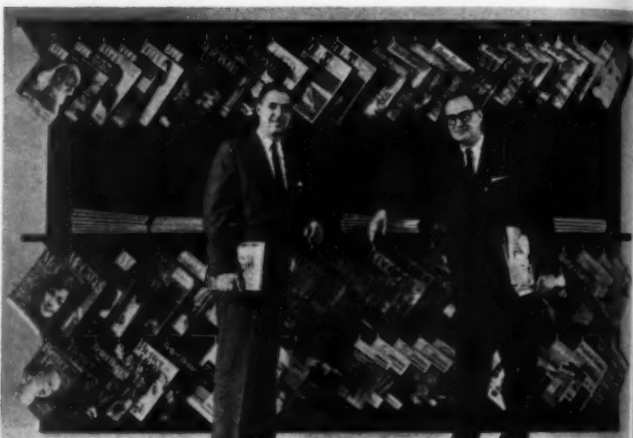
## Scope on People



**10,000 RADIO SPOTS** on 192 stations will be used by Harrison Radiator division of General Motors (car air conditioning units) in its first major radio campaign. Shown during a commercial recording session are: D. Russell Swick (left), Harrison's advertising manager; singer Jaye P. Morgan, who with Peggy King and Roberta Sherwood will present the commercials; and Thomas H. Reid, a D. P. Brother & Company account executive.



**TRIBUTE TO JULIAN GRAN** (seated), in the form of a portfolio of letters from many friends in the advertising field, is presented to the media director of Marsteller, Rickard, Gohardt and Reed upon his retirement after nearly a half-century of service to the agency and its predecessors. Looking on are Howard H. Sharman (left), executive vice president, and Richard C. Christian, president, of Marsteller.



**DUMMY NEWSSTAND** is used by Congoleum-Nairn to demonstrate the size of its 72-issue, four-color, full-page schedule in 15 consumer and business publications. Posing in front are Bill Martin (left), advertising director of Congoleum-Nairn, and Gerald Lesser of Keyes, Madden & Jones, the agency for the account.



**PRELUDE TO SPRING:** Herbert Zeltner, media director of Lennen & Newell, receives a visit—and a boutonniere of spring flowers—from Maggi Brown, March cover girl for *Ladies' Home Journal*, as part of the *Journal's* spring promotion.



**PINPOINTED OUTDOOR** campaign is launched by John Justin, president of Justin Boot Company, Fort Worth. The maker of Western boots will use poster coverage of local rodeos and fairs in 20 Western and Southwestern states. Overlays across the bottom of the posters provide tie-in with each event.

# "SELL ME ON SUNDAY" SAYS BUFFALO "SATURDAY IS MY NIGHT OUT!"

Readers and advertisers alike prefer the Sunday Courier-Express to the "weekend" Saturday Evening News. Here are the facts and figures to prove it:

## 303,666 FAMILIES BUY THE SUNDAY COURIER-EXPRESS

Buffalo's only Sunday newspaper. That's the largest circulation of any newspaper — daily or Sunday — in New York State outside New York City.

## READERS SPEND DOUBLE FOR THE SUNDAY COURIER-EXPRESS

At 20¢ a copy 303,666 families pay \$60,700 each Sunday for the Courier-Express. That's more than twice as much as they pay for the "weekend" Saturday Evening News, priced at 10¢. And no wonder — the Sunday Courier-Express has twice as many pages.

## MORE PEOPLE READ THE ADS IN THE SUNDAY COURIER-EXPRESS

Carl J. Nelson Research Inc. studied **both** the Sunday Courier-Express and the "weekend" Saturday Evening News. The percentage of city zone people who read display advertising proved highest for the Sunday Courier-Express.

## FIVE TIMES AS MUCH ADVERTISING RUNS IN THE SUNDAY COURIER-EXPRESS

When you count the lines, you know that ads **must** pull better in the Sunday Courier-Express. In a typical recent month (with no holiday on the weekend) 1,025,283 lines ran in the Sunday Courier-Express, 206,047 lines in the "weekend" Saturday Evening News.

So — start selling Buffalo on **Sunday** — for heaviest saturation. And for consistent concentration throughout the week, among families with more dollars to spend, use the Morning (Daily) Courier-Express.



ROP COLOR  
7 DAYS  
Represented Nationally  
by:  
**NEWSPAPER  
MARKETING  
ASSOCIATES**  
NEW YORK,  
CHICAGO,  
PHILADELPHIA,  
DETROIT,  
LOS ANGELES,  
SAN FRANCISCO



# OBSERVE, s'il vous plait, that to sell to all Canadian business buyers,

FIRST bear in mind that *one-third* of all Canadians are French-speaking. This of course includes Canadian businessmen, professional and technical men. They think, speak and read first in French.

2—Just as you reach every Canadian business buyer through Canadian business newspapers, you also reach French-speaking Canadians most effectively through French-language business papers.

The publications serving this important market offer meticulous skill in presenting your message.

3—French or English, it's been demonstrated time and again that Canadian business papers provide the information that wins respect . . . and that your message there share in this respect.

And all BNA member publications sustain recognized audits, so you *know* you are addressing readers only in the field you wish to reach. Readers who know you are talking to *them*. Talking business.

## Business Newspapers Association of Canada

*The association of 144 Canadian business, professional and technical publications.*

100 UNIVERSITY AVENUE, TORONTO 1, CANADA

106

## Business Press



Howard G. Sanyal

## What Is "Preference"?

IN DECEMBER in this space, I proposed a "new media selection device," the principal objective of which was to compare publications by measuring their respective readers' interest in the advertiser's product. A collateral benefit suggested was that the procedure might be used, at the same time, to measure brand preference.

In order to test readers' *knowledge of* (presumed to be a consequence of *interest in*) the advertiser's product class, I suggested asking: "What company do you consider to be the leader in . . . ." (the product class to be mentioned) and leaving also a space for "Don't know." My reasoning was that the greater the percentage of affirmative answers to total response from a publication list, the more qualified the publication would be for the advertiser's schedule.

I was careless, I have been told, and I'm inclined to agree, in my choice of a question to test propensity to read about a product. A correspondent has written me a lesson on questionnaire design. He cites the good rule: "Never put your respondent in a dilemma."

Any question which asks the respondent to express a single preference (among several alternatives) with no opportunity for qualification or definition is likely to be a dilemma-inducing question. Asking him to name the "one best," "one most useful," "one most helpful," "the leader," etc., forces him to record a single choice when in fact he may not have one.

Using a "Don't know" space (my suggestion) doesn't help much, my correspondent says, because we don't know what "Don't know" means. The respondent may know nothing at all about computers (the product I used for illustration), or he may know a lot about computers, but may not have formed an opinion regarding who the leader is.

On the other hand, a respondent with a negligible interest in com-

puters may just happen to know who the leader is—and nothing else!

For the conscientious, well-informed respondent the test is too difficult. For the lazy, uninformed respondent the test is too easy.

My correspondent submits that the "one best" type of question ("leading company," "most useful," etc.), as used in many self-administered mail questionnaires, "is a snare and a delusion which has too long besmirched advertising research. It is geared to a low level of respondent intelligence and conscientiousness, and invites response errors."

Fortunately, my friend comes up with a better suggestion to salvage my basic recommendation (testing readers' inclination to read). Using my same example, he proposes asking the respondent to name *as many* companies as he can—"Please jot down the names of as many companies which make computers as you can readily think of—that is, without 'looking it up'."

Then the safety valve question would be worded—"If you don't happen to recall the names of any companies which make computers, that's all right too. Just check here . . . and return the questionnaire anyway."

I stand corrected—and grateful for the instruction.

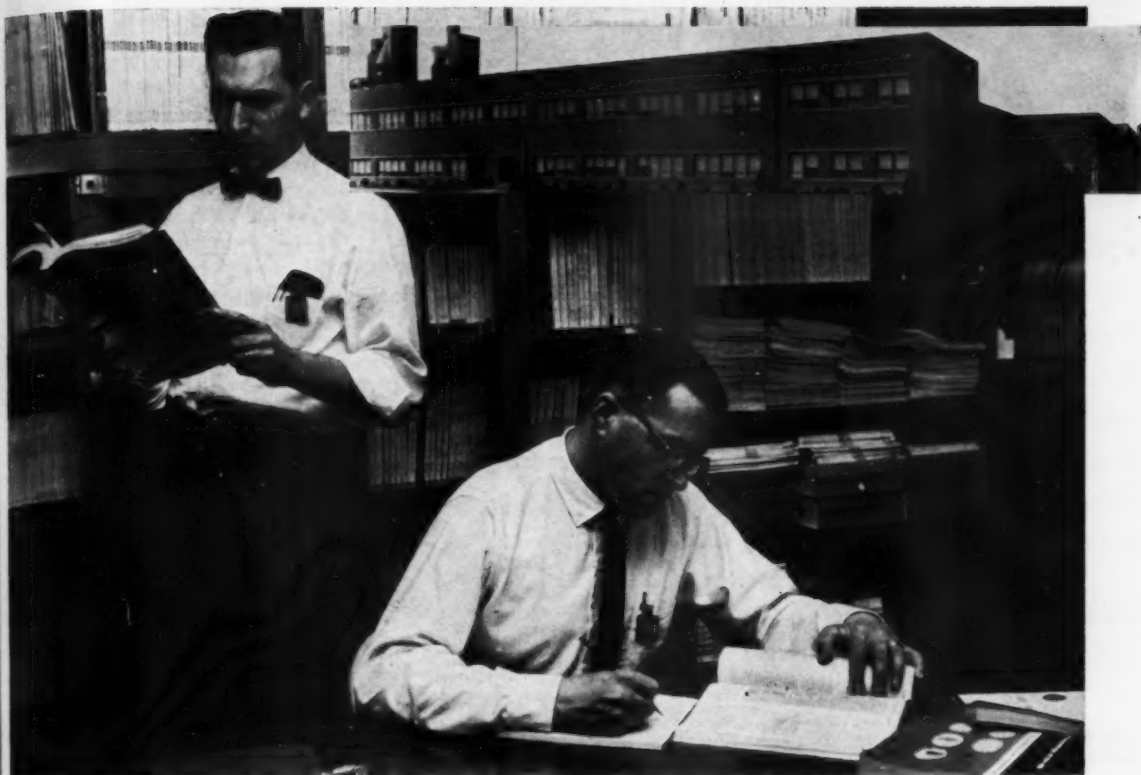
### The Worthington Study

You're hearing, or will, a lot about a study of business publication readership sponsored by Worthington Corporation. It has been called "unique," and what's "unique" about it is this: samples of each publication subscriber or recipient list are asked what publications they read.

The contention is that using the publications' own lists, rather than the advertisers', tests the publication rather than the list. That is, the composition of an advertiser's list might tend to favor one publication over another unfairly (a higher percentage of readers of one publication might be in the advertiser's list).

(Continued on page 108)

Media/Scope, April 1981



Mr. David J. Hodges (left) and Mr. James E. Roderick, General Electric engineers, refer to *Proceedings* in the Company library at Schenectady, N.Y.

## PROCEEDINGS *really takes a beating . . .* FROM ITS READERS!

If you've been in many company libraries, we're sure you've seen "dog-eared" copies of *Proceedings*. It's not a case of poor paper and printing—we use the best quality—it's just an example of pass-along readership taken to extremes!

Of course, 63,696 (ABC) professionally qualified men receive individual copies of *Proceedings* at home each month, as well as 15,550 students in engineering colleges. What's the reason for this important following?

*Proceedings of the IRE* enlisted the aid of the John Fossdick Organization to take a survey of its many readers to find out what they thought. Here are some of their reactions. "We use *Proceedings* as a reference. It's really a text. Has the largest amount in proportion of text, the highest quality text, and the largest amount of informational advertising of any book in the industry." And, of special interest to advertisers, one chief engineer said, "I've saved half-a-million dollars by buying from ads in *Proceedings*,

and I've bought a quarter of a million dollars worth of equipment from the ads."

Fact is, 100% of those interviewed said they have some purchasing responsibility! And, as a further indication of the effectiveness of using *Proceedings* to reach buying factors of electronic equipment, components and supplies, these readers expressed a 2 to 1 preference for *Proceedings* when compared with mentions of all the electronic books. (Survey available upon request—ask for it!)

Are you now reaching this important, select audience for your product? You can, you know, reach them 12 times a year in *Proceedings* for just \$9,720. (1961 rates). A similar schedule in a semi-monthly would cost \$23,270 . . . and in a weekly, \$46,280! Call or write today for all the facts. Find out what selling power *Proceedings* really has! Reach 63,696 (net paid circulation) top-level radio-electronics men each and every month throughout the year!

For a share  
in the present, and  
a stake in the future,  
make your product

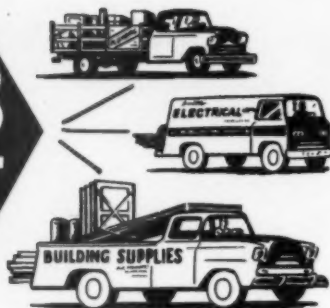
**NEWS** in

### Proceedings of the IRE The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MURRAY HILL 2-6606  
BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES



**\$3,633<sup>18</sup>**  
**PER ROOM**



That's the average **BUILDING MATERIALS** expenditure for each of the 1,512,500 rooms in the nation's booming Motel Market. And, 238,329 new rooms will be added in the next 12 months alone . . . an immediate \$865,892,156.22 market for everything from floor tile to framing lumber, bath tubs to boiler rooms.

**Who's doing the buying?** . . . approximately 60,370 individual motel owner-operators; plus about 30 chain headquarters offices which do some of the buying for the 130 wholly owned chain motels in the country.

**Why do they buy?** . . . *because their building is their business!* Its construction, appearance, and furnishings decide the success or failure of the business. Whether it's building materials, furnishings, or equipment, today's successful operators buy the item that's pre-sold on quality as well as its ability to attract guests.

Already representing an investment of over 8 Billion Dollars, the Motel Market continues its fantastic yearly growth . . . pacing the tremendous increase in commercial and tourist travel.

Born with the industry—in business when “motel” were called “tourist courts”—the JOURNAL serves the market and the market's advertisers with *editorial, research, and merchandising* know-how derived from 23 years experience. Concentrating its paid and controlled circulation among the 25,000 progressive, above-average motels, TCJ delivers the market as does no other medium. Among motel operators, “I saw it in the Journal” means *business!*

**NEW!**



**“HOW TO SELL MOTELS-USA”**

a complete, concise “inside-the-market” presentation of Motels-USA—

- How much they buy
- What they buy
- Where and How they buy
- Who buys

a must for advertising and sales planning!

Ask your TCJ Representative, or write Tourist Court Journal, Temple, Texas



**TOURIST COURT**  
**Journal**  
TEMPLE, TEXAS

**The National Magazine of MOTEL MANAGEMENT**

(Continued from page 106)

age of purchasing agents, for example). But the degree to which a publication's own readers would mention it in a survey would be fair measurement of its importance to them.

This ratio might be called a “loyalty measurement” and considered to be a reasonable appraisal of comparative communications efficiency.

Here are the questions:

1. What magazines or newspapers (business, trade, technical, or industrial) do you receive regularly? Please do not list *general* business publications.

2. Now, please draw a circle around the names of those magazines listed above which you read regularly (at least three out of four issues).

3. If for some reason you were allowed to keep only one of these, which would it be?

Putting to one side the controversial matters of the “write-in” method (which is supposed to favor the longer-established, more strikingly named publications) and the use of “regularly” (which is supposed to favor the more frequently issued publications), and the inclusion of an “iffy” question (the “desert island” question, it is sometimes called), I would tend to applaud the intent of this study. I am dubious about advertisers' lists—gathered haphazardly, maintained abominably. But I toss a couple of questions back at Pete Petropoulos, Worthington's manager of corporate promotion who designed the study.

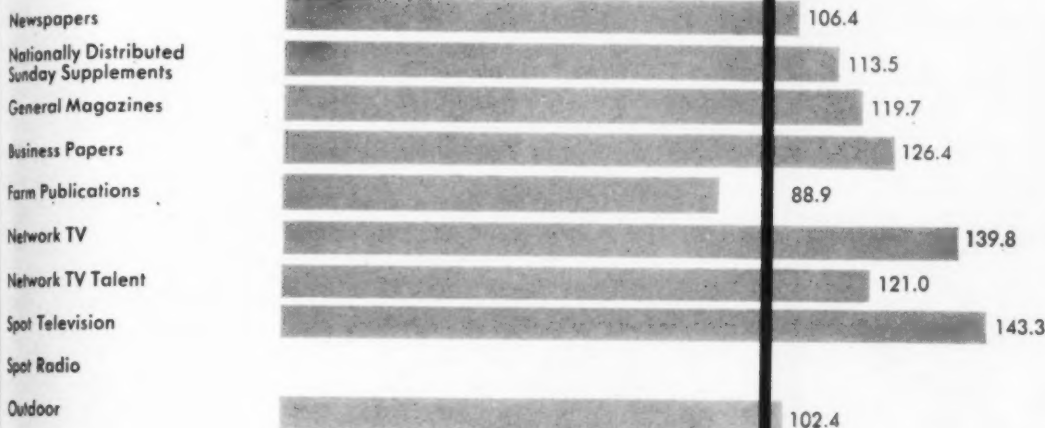
1. Because even hotly competitive magazines are not identical nor are the natures of their circulations, might it not be that the *tendency to respond* might vary among the competing publications?

2. So, shouldn't numbers of respondents be shown in the report, as well as the percentages? For example, suppose publication A produced a return of 10 per cent, publication B 15 per cent. That's 200 and 300, respectively, from a mail-out of 2,000 recipients of each. If A scored a “receive regularly” of 90 per cent and B a “receive regularly” of 60 per cent, the numbers “receiving regularly” would be 180 and 180.

3. Because one of the results of this study will be hot protests against its methodology, might it not be interesting if some publication offered to conduct a similar study using a checklist instead of “write-in”?

# Record of National Advertising Expenditures

## Year 1960



### PER CENT CHANGE 1960 - 1959

+ 3.6  
- 9.4  
+ 9.1  
+ 10.1  
- 7.3  
+ 8.9  
+ 2.2  
+ 7.8  
+ 6.6

Year 1960	\$ Volume 1960	\$ Volume 1959
Newspapers	\$ 705,618,000	\$ 681,124,000
Nationally Distributed Sunday Supplements	83,107,000	91,781,000
General Magazines	829,728,000	760,630,000
Business Papers	562,171,000	510,600,000*
Farm Publications	47,895,000	51,645,000
Network TV	682,400,000	627,312,000
Network TV Talent	361,851,000	354,158,000
Spot Television	603,560,000	559,696,000*
Spot Radio		
Outdoor	121,574,000	114,007,000

R = Revised

\*Data on radio, direct mail, point-of-purchase, transportation, and other media not available quarterly on an adequate basis.

Prepared exclusively for MEDIA/SCOPE by J. K. Lasser & Co. SOURCES: Newspapers: Media Records, Inc. Supplements: Publishers Information Bureau. General Magazines: Publishers Information Bureau. Business Papers: J. K. Lasser & Co. Farm Publications: Farm Publication Reports, Inc. Network Television: LNA-BAR reports from Television Bureau of Advertising. Spot Television: Television Bureau of Advertising. Spot Radio: Station Representatives. Asan, Outdoor: Outdoor Advertising Inc. Network TV talent and production: MEDIA/SCOPE.



## Suburbia, Ho!

By Lionel M. Kaufman



The mass relocation now going on in our land is changing not only the American family's address, but its way of living. Also, I suspect, its way of reading and listening to our various advertising media.

This is a broad social change that requires more than just the re-coloring of media's red-and-blue-county maps. I would think it's worth a master research project by some unbiased group such as the ANA.

I'd like to kick off this suggestion by listing here some pertinent questions. I'm not going to try to answer them; just pose them, and note the further questions they could be leading to.

**COMMUTING:** In how many of these relocations have both job and home moved to the suburbs? How many are commuting daily between one and the other?

How many of the commuters are driving to work each morning? (making radio and the evening newspaper their most accessible media.) What percentage are using public transportation? Is this two-hour-a-day ride making them a captive audience for print media? What effect is it having on newspaper circulations and intensity of readership? Is this greater reading time spilling over to the magazines?

**THE HOMEBODIES:** What about the women, who now have fewer ties with the city? Is this affecting their readership of the metropolitan newspapers? (The *New York Times* is spending lots of money to make sure it isn't.) Or is it making the big-city newspaper still more necessary to them, to keep them "in touch"? How many are buying their own morning newspapers, and how many are waiting for Dad to bring home the evening paper?

**HOME-TOWN VS. BIG TOWN:** The commuter now wants city, national, global, and local community

news. How many are reading both metropolitan and suburban newspapers? How many are settling for just one? (A suburban paper finds it easy to "complete" its coverage by adding the wire services; a big city paper needs correspondents, and regional editions, to cover its long list of suburbs.)

Similarly, how many families might be switching from the big-city radio stations to the suburban ones?

**NEW INTERESTS:** What percentage of these families have changed from apartment dwellers to homeowners? How many have become multiple car-owners, or multiple parents, since the move? How many have gone in for gardening, boating, and other sports or hobbies? Are the shelter, parents, special interest magazines reflecting these broadening markets?

**NEW SCHEDULES:** What time does the average commuter get up in the morning? What time does he finish dinner at night? What's the best hour to catch the suburban wire on daytime radio or TV? (All these should be of interest to TV and radio schedulers.) Are these families now spending more evening hours at home, than in the city days? How much of this time is going to TV, radio, newspapers, magazines?

**SHOPPING HABITS:** How many suburban wives still go down to the city to shop? How many would, if the "downtown" stores advertised their sales in the suburban newspapers? Who does the shopping for the suburban family? Do husbands and wives shop together more, or less, since moving to the suburbs?

Any more questions?

CARATS IN FORT KNOX?

No...COUNT OF BUSINESS EXECS AMONG ELKS READERS!

**ELKS** has the highest percentage of business owners and officials of all men's magazines in the latest Starch Report—33.8%. Only 1 magazine of all 54 surveyed tops ELKS in this category.

Top occupational status accounts for ELKS high median income of \$7176 . . . and explains why ELKS leads more ownership classifications than any other men's magazine.

This unmatched audience of businessmen is reached best by advertising in **THE ELKS Magazine**. Contact your local ELKS representative for details, or write for our booklet—"The ELKS Market."

THE **ELKS** MAGAZINE

New York, 386 Fourth Ave.  
Chicago, 360 N. Michigan Ave.  
Los Angeles, 1709 N. 9th St.

# From Prunes to Polaris...

*Quality People and Products*

*Spell Spectacular Growth*

*For Metropolitan San Jose!*

Prunes and Polaris—typical of Metropolitan San Jose's balanced surging economy. Prunes because, along with other agricultural products, they represent a \$93,000,000 return, 22nd in the nation. Polaris, because it symbolizes the new space-oriented industries clustered in the San Jose area and their thousands of skilled, highly-paid technicians, backbone of an up-and-coming billion-dollar market.

Since 1951, over \$400 million has been spent for manufacturing plants, a big reason why 236,000 held jobs in January, up 10.3% over 1960.



With population, employment and retail sales all rising, San Jose spells sales! Ask Ridder-Johns how you can profit by using the Mercury and News, the only newspapers which dominate Metro San Jose!

**You Cover San Jose Only With**

# **Mercury and News**

Represented Nationally by Ridder-Johns, Inc.

Member, Metro Sunday Comic Network and Parade

## Copper wire, kindling wood and an old lady

Jacques Fray, who conducts "Listening With Jacques Fray" every afternoon on WQXR, has a legion of devoted listeners. But none, perhaps, more devoted than a little old lady in a distant corner of Connecticut well outside our metropolitan New York coverage area. She recently wrote Jacques that she had bought a new "sturdy little portable" in order to enjoy his programs more.

"I can 'get' London," she wrote, "but prefer WQXR to aerial exploration which, by means of a long copper wire, enables me to use myself as an antenna and thus receive a very full tone."

"So please imagine one delighted member of your audience as an old woman, very snug in the flooding sunlight of the west window of an old farmhouse kitchen, holding the copper wire wrapped around a billet of kindling wood."

Most of our listeners, of course, needn't go to such lengths to bring in WQXR's great music. But all of them are just as eager to communicate to us their loyalty to WQXR and its advertisers.

Just the other day we showed a typical morning's mail to an agency account man who came in to see us. There were stacks of requests for a new piece of investment literature, for information on cruises, bird paintings, cheese recipes and savings accounts—all tangible evidence of the attentive listening and active response you get when you use

# WQXR

Radio station of The New York Times

## How Much for Advertising?



By Isabel Ziegler

**S**OUND DECISIONS in media are vital. Not all advertisers can afford experimentation. It is costly and time consuming. In the case of a new product, it sometimes is necessary to get the product to the consumer quickly before someone else does. Once the new product is on the market, competitive products develop as a result of the new product, and must get in the race quickly in order to get their share of the market. Not all clients can afford the delay of testing before getting a product to the consumer, because they need prompt profit returns on their investment. In all three cases, time is of the essence.

### No Sure Formula

No individual or agency can claim a formula of assured success with the use of one medium or a combination of media. Experience and judgment are involved and should be. Certain comparisons can be made between the media used for a like product which was successful. However, there are always variables which affect any pure application of one case against another—public acceptance, economy, season of the year, etc. John Q. Public is not always predictable or projectible.

Research is vital in packaging, pricing, product acceptance. This research is generally done along with the development of the product, long before the thought of media enters the picture.

### Avoid Over-spending

When media considerations are pertinent, budget automatically becomes a major factor. Sometimes the budget question is answered automatically, there are only so many available dollars. On some occasions, the budget problem must be settled because varying dollars are available. The answer then, lies in how much advertising is necessary to bring in a satisfactory profit return. What is the minimum effort which will accomplish this goal? The word "minimum" is important. To over-advertise is costly. To underestimate the amount of advertising necessary to profitably move your product is also an expensive error. Once a decision has been made as to the type of media, the amount used of that medium or combination of media is therefore of vital importance.

Research provides many of the tools which help make sound decisions as to the value of various types of schedules. Research can tell us what percentage of the total circulation we can reach and how many times. Research can also tell us what kind of people are in our potential audience. Nothing currently is available which can tell if this reach and frequency are adequate or if we are over-spending. Often an important measure of the amount of advertising necessary is the activity of competitors unavailable to us. Is there a solution to this problem or must we continue to proceed without testing, using only limited tools?

## MAGIC SEVEN



Start with our channel number on top (as indicated) and put a different digit in each blank square so that each row and diagonal totals fifteen.\*

Send us the correct answer and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publication, Inc., N. Y. (If you've already won it, say so in your entry and we'll send this one to your secretary.)

*\*Feel free to use the channel number of any Washington TV station within the squares (we're broad-minded that way) as long as ours is on top. This is only fair, as media buyers are putting us on top of their schedules since we became the top nighttime station in Washington.*

# wmal-tv

Washington, D. C.

*An Evening Star Station, represented by H-R Television, Inc.*

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.



**Adam Young, Inc.** The June 1960 Pulse radio survey of the Sacramento-Stockton market is based on the "advertiser area" agreed to by 33 agencies. Ratings and audience share of nine stations, by quarter hour, cover the 15 California counties chosen by the agencies. A conversion table facilitates translation of ratings into homes.—A.

**Better Homes & Gardens, Stanley Edge Associates.** Housing forums of homeowners and buyers in 15 cities have resulted in "The Consumer's Side of the Story," reporting on what they want in new homes. In



terms of extra rooms, most want a second bath and family room. Living rooms ran last. Heavy demand for full insulation, more eating area in or near kitchens, and more storage space everywhere, point up the general desire for functional convenience and maintenance-free features. Among four basic home designs, 53 per cent of forum delegates now live in a ranch. And 53 per cent want their next home to be a ranch. Report also covers (and uncovers) interesting attitudes toward builders and housing prices.—B.

**McCall's** also reports on home buyer's wants, through its Congress on Better Living. Delegates to last May's gathering largely agreed with *Better Homes'* except in preference of many of the former for two-story homes. More than one-half of *McCall's* said they "know quality" in housing, and 80 per cent prefer new to used homes. Nearly all agreed that owning beats renting, and most are aware of home ownership as an investment. A "great trend" was noted toward privacy for

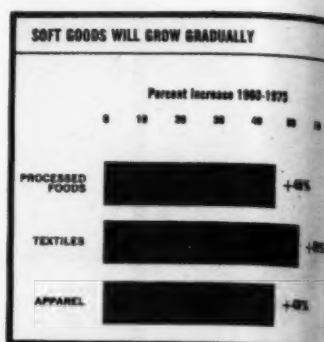
all family members, with delegates preferring "the more rooms, the better."—C.

**The Discount Merchandiser**, bowing next month, will report in its first issue results of a survey showing that some 3,100 discount outlets flourish today, making discounting a \$2.9 billion market. Of the 3,100, some 1,985 are full-line department stores. Examples of what this means to advertising: last Thanksgiving Day's edition of the *New York News* carried more pages for discount houses than for standard department stores; "closed-door" operators are heavy users of direct mail to "members."—D.

**The Katz Agency, Inc.** To show you how fast your prime targets are growing in relation to each other, the representative firm has ranked all 1960 U. S. Standard Metropolitan Statistical Areas by total 1960 population, and by percentage of population gain or loss since 1950. Fastest climbers among Katz-represented newspaper markets: Colorado Springs, up 92.8 per cent, and Albuquerque, up 79.9 per cent.—E.

**Johnson Publishing Company** has surveyed Negro buying of soft drinks, hair preparations, cosmetics and toiletries, and drugs and remedies in 10 major markets. Results indicate that Negro households spend nearly 13 times more for hair preparations, and eight times more for cosmetics and toiletries than the average White household. Negro families also spend \$90 annually on drugs and remedies, compared to \$53 for White families, and \$90 for soft drinks, against White expenditures of \$22.—F.

**McGraw-Hill** predicts that consumer spending should rise from its 1960 level of \$350 billion to \$439 billion by 1965, \$538 billion in 1970, and \$656 billion by 1975. America's economic growth, says "The American Economy—Prospects for Growth Through 1975," is linked directly with research and development. Out



of this fast-growing activity should come everything from foods made synthetically from chemicals, to paper clothing, plastic homes, and even pre-fabricated skyscrapers. New capital spending, says the report, may reach \$48 billion by 1965, and \$53 billion by 1970. Detailed forecasts are given for metals and minerals, fuel and power, chemicals, housing, consumer durables, food and textiles and transportation.—G.

**Minneapolis Star and Tribune's** "Minnesota Homemaker Survey No. 13" and "Mr. Minnesota No. 2" this year break out separate product and brand use data on readers in Hennepin County and in all Minnesota. New data are addition to regular annual information on product and brand use and possession in reader homes. New categories added to "Homemaker" are canned fruit pie filling, instant potatoes, ladies' electric shavers, and vitamins. Brand standings for

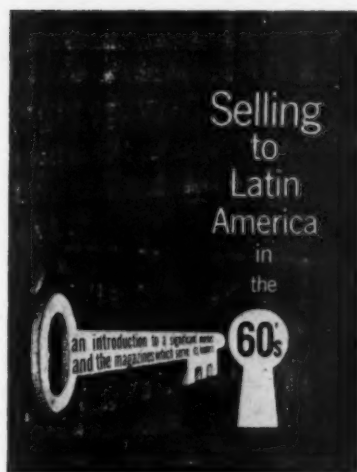


most of the other 85 categories of foods, drugs, cosmetics, appliances, lawn supplies, undergarments, and cleaning materials are compared for each year since 1957 (and are available since 1953). "Mr. Minnesota" covers 48 categories, plus demographic data on the Minnesota male. Example: One of every four Hennepin county (Minneapolis) men own securities.—H.

NBC-TV's survey of viewers and non-viewers of the public affairs special, "NBC White Paper—The U-2 Affair," indicates advantages to the sponsor, Timex, in viewer awareness, familiarity with slogan, and opinion of Timex watches. Interest in, and purchase consideration of Timex watches, were also higher among viewers. Timex ranked first among viewers in "likelihood to be purchased," against fourth place among non-viewers, trailing Bulova, Elgin, and Hamilton.—I.

**Television Bureau of Advertising.** A four-weeks' cumulative audience of 97.9 per cent of New York TV homes, at an average frequency of 8.8 was chalked up by the following Rambler spot schedule, according to a Nielsen analysis for TvB: 174 minute and 20-second messages on all seven N. Y. C. channels during the four weeks ending November 6, 1960. In one week alone, the schedule scored a cumme of 82.6 per cent. Another schedule, for Pontiac, with spot supplementing ABC's Victor Borge special on October 6, produced unduplicated ratings of 26.2 for Borge alone, 60.6 for the 24 spots, and 69.7 for the combination.—J.

Vision's 40-page "Selling to Latin America in the 60's" shows German and Japanese goods cutting deeply into the U. S. share of market. Tables compare production and export activities of the U. S., United Kingdom, Germany, and Japan among seven leading Latin nations since 1938. Analysis of the area's growth, in population, foreign and domestic investment, development in kinds and sources of imports, and in gross prod-



uct, shows latter reaching an estimated \$70 billion in 1960, from only \$40 billion in 1950.—K.

WTMJ-TV hitch-hiked this year with the Milwaukee Journal's annual Consumer Analysis survey and initial findings confirmed advertisers' suspicions that viewers prefer "pure entertainment" to the serious discussion and educational programs so many of them say they "would like to have more of." Next to entertainment, Milwaukee viewers feel best served by sports, news, and weather. But many did suggest cutting the number of Westerns. Other program categories whose preference was sought by day

part include popular music, variety shows, operas, and religious and adventure programs. Survey, whose complete findings will be released later, also covered ownership of FM sets and FM listening.—L.

**The Farmer** asked 1,500 Minnesota farmers to check which of some 370 items they planned to buy or build this year. Items are divided into those for home and family living and into "items for farm enterprise." Some 40.7 per cent said they would paint interiors of their homes, 31 per cent will do the outsides, and 23.7 per cent plan to paint their dairy barns. On fertilizers, 48 per cent plan to use mixed or straight granulated types, and 19.6 per cent prefer dry or liquid straight nitrogen. As for fence mending, 14.6 per cent say they'll buy barbed wire.—M.

**Fairchild Publications** compares the community made up of every element of any single industry, from "the Philadelphia retailer, to Amsterdam shipper, to Denver warehouse," to a great city. The 32-page tabloid points out that while the latter has at least two daily newspapers, plus several radio and TV stations to provide fast news, "Nine Great Cities of Commerce and Industry," from women's wear to metal working, have only Fairchild newspapers.—N.

# WANT ANY OF THESE REPORTS?

If you want copies of any of these reports, fill in coupon and send to Editor, MEDIA/SCOPE, 420 Lexington Ave., New York 17.

Circle letter of reports wanted: A B C D E F G H I J K L M N O P Q R S T.

Your Name and Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

"Man, you sure can penetrate deep in the farm market today!"

"Yep...it's easier and farm advertising has hit a new pay-off."



## in HOME STATE Farm Papers

**You Earn Flexible 4, 5, 6, 7, 8-Paper Rates**

Now—full freedom of choice is yours in Home State farm paper advertising. Here is a group of 8 leading state farm papers with identical page sizes. And look at your new opportunities . . . .

**Combination rate savings**—earned on 4 up to 8 papers (as much as \$1,382.40 on a black and white page) . . . any size ad, ¼ page or larger, inserted in several papers during any 90-day period.

**Different copy for each state**—no premium.

**Free Bleed**—in roto papers.

**ROP Full Color**—you can run glamour and prestige copy at surprisingly low cost. Spot color—no plates.

**Color Matching**—exactly to your guide sample—only \$200 per publication. Choice of second standard color—red,

yellow or blue @ \$100.

**One order. One bill**—does the job for all 8 publications or for any combination.

**Straight-Line Advertising Services**, if desired to localize, focus and sharpen your selling.

You'll advertise with far greater results in these 8 MARKET LANDS OF PLENTY—\$8,000,000,000 total farm income—1,000,000 circulation. Yes, there's a whole new look in farm advertising—send for brochure that shows your earned combination discounts.

## Home State Farm Paper Unit

1010 ROCKWELL AVENUE  
CLEVELAND 14, OHIO



TOP-THIRD FARM STATES...TOP-OF-THE-SOUTH STATES

## PROMOTIONS AND PRESENTATIONS

NBC-TV's "Television and Modern Marketing" ends with plenty of hard sell. But the lead-in is an economic analysis of long-term trends in marketing and advertising, clearly done that the mail boy can understand it—even without diagrams, of which there are many. This section traces the evolution of selling from the day of the friendly village shopkeeper whose recommendations did the selling, to today's situation in which the manufacturer, through pre-sale advertising, is the primary seller, advertising directly to the consumer in the battle for "share of mind." Hard sell traces increasing TV investments, particularly among the top 100 advertisers, particularly during recession year 1958. Presentation also traces role of TV, magazines, and newspapers in the buying decision, and compares penetration, circulation, costs, and time spent with each.

**Bureau of Advertising.** Approximately half of today's suburbanites still shop downtown for major apparel, according to the research of a road show whose come-on is a visual-motion review of retail advertising since 1704. Other findings of the BOA study: Most shoppers still look for service and convenience, though one-third are "price shoppers"; A "substantial minority" actively consults advertising before buying large ticket items. Show has already played New York and Chicago, is scheduled for at least 16 other cities.

Another BOA presentation, "The Spotlight on the Home Improvement Market," reports estimates that \$2.00 will be spent on home improvement this year for every \$3.00 going into new home construction. Bill for average U. S. family will come to \$385. But potential market, if all homes needing repair and modernization got them, is estimated to be \$1,327 per family.

**Playboy** has one that's not too good to sniff, but it delights the eye. Opposite every page of numbers about competitive magazines, young males, and their drinking habits.

(Continued on page 118)

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page 118  
  
ape, April 1961



The mistress of all  
she surveys. A  
gracious hostess  
waiting for her  
guests to arrive.  
The interesting  
and the interested  
will both enjoy  
the company  
of a "Metropolitan  
personality."

## METROPOLITAN BROADCASTING

205 East 67th Street, New York 21, N.Y.



TELEVISION STATIONS  
WNEW-TV New York, N.Y.  
WTTG Washington, D.C.  
KOVV Sacramento-  
Stockton, California  
WTVH Peoria, Illinois  
WTVP Decatur, Illinois

RADIO STATIONS  
WNEW New York, N.Y.  
WHK Cleveland, Ohio  
WIP Philadelphia, Pa.

A DIVISION OF METROMEDIA, INC.  
other divisions are:  
Foster & Kleiser  
Worldwide Broadcasting





## DON'T BELIEVE THE BUNK ABOUT BUNKER HILL

There's a lot of evidence that the battle was actually fought at nearby Breed's Hill. It's just one of the misconceptions about Boston — another is the supposedly bucolic nature of some of our suburbs. Take, for instance, Concord and Lexington where "the shot heard around the world" was fired. Today it's the site of the vast Air Force Command and Control Development Division with the greatest concentration of geophysicists in the free world. 4500 "new frontier" pioneers. \$21 million annual payroll. \$129 million worth of contracts to New England industry, colleges and research centers.

And Hanscom Field, as it is also known, is just

one of the great, newer scientific and electronic strongholds taking a foothold in the Boston area, contributing enormously to its booming growth.

As Boston changes, so does the Hub's newspaper picture. The Boston Globe has leap-frogged in 10 years to first in total advertising lineage by 1.3 million lines, or 33%, while both other Boston combinations lost.

As spokesman for the thriving new Boston, The Globe is a great home favorite and the circulation figures show it: 335,941 daily — practically unduplicated readership — and 427,983 on Sunday.

Call our Million Market Man for all the facts. He's got 'em in a file marked: The New Boston.



# The Boston Globe

MORNING  
EVENING  
SUNDAY

**THERE'S A NEW BOSTON  
...AND THE GLOBE  
IS ITS SPOKESMAN**



**A Million  
Market  
Newspaper:**

NEW YORK  
CHICAGO  
DETROIT  
LOS ANGELES  
SAN FRANCISCO

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Media/Anso, April 1980

(Continued from page 116)

choice photos of readers on dates, being served by lovely young waitresses in night clubs or equally attractive hostesses in penthouses. According to "Playboy Has the Keys to the Liquor Market," magazine has highest percentage of newlyweds, highest percentage of households drinking or serving liquor, and 20.3 per cent of its readers are on expense accounts.

**Elle.** Leave it to the French. What may be the first perfumed rate card has been scented for *Elle* by the French perfumers Lancôme, with something real nice called "Magie." Mechanical requirements are in millimetres. Rates, however, are translated from francs into dollars. French women's weekly is represented here by Régie International, Inc.

**Water & Wastes Digest**, bowing in June for "the men who manage and buy for our thousands of smaller community water and wastes treatment plants and systems," sizes up its market with these indicators from the U. S. Public Health Service: Of an estimated 22,000 communities with water supply systems, smaller communities are responsible for the greatest share of a tremendous increase in new systems installed since 1948.

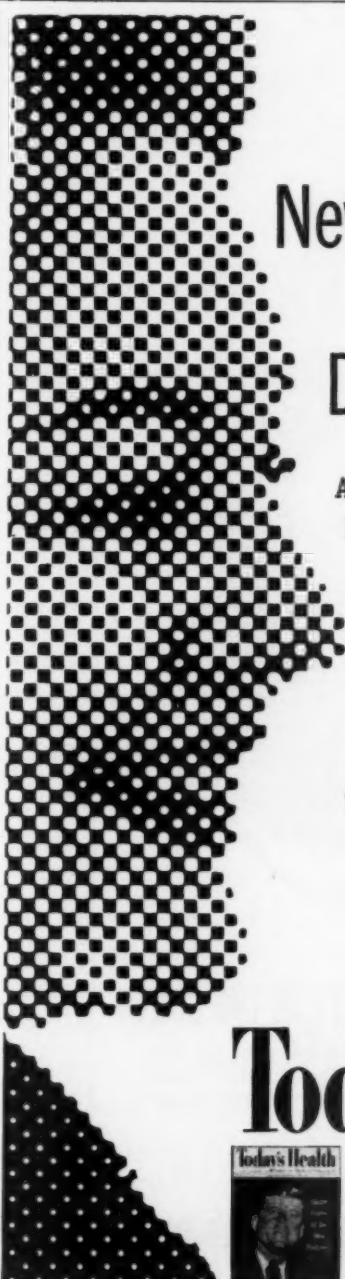
**Life and TV Guide** are involved in two NBC specials, one as sponsor, the other as talent. *TV Guide* readers who voted for their favorite shows and stars can see winners of the eight categories receive their *TV Guide* awards June 13. The March *Life* special, "Twenty-Five Years of Life," had a cast including President Kennedy, Bob Hope, Sid Caesar, and wives of our Mercury Astronauts.

**Parents' Magazine** will celebrate its 35th anniversary by featuring family health in its October anniversary issue. Advertisers' plus will be 41,000 copies beyond the magazine's 1.85 million guaranteed circulation, sent to leaders of women's clubs, P.T.A.'s, child study groups, pediatricians, home economists, and women's page editors. There's more. Some 55,000 brochures, describing free literature available from advertisers, will go to opinion leaders in the same fields.

**WQXR**, New York. Dilly Beans are long and lank, because they were string beans to begin with. In a proportion piece of the same shape, the Radio Station of the New York Times relates the success story of the pickled Dillies, originally home-jarred by two young New Jersey school marms. Just one of several samples of radio and TV copy, forcing distribution and driving sales from 25 to 1,500 cases a week within one month, ends, "If your neighborhood grocer doesn't

have them . . . move to another neighborhood." And pass it along to your copy writer.

**The Financial Post's** 1960 "Survey of Markets" is off the presses with population-growth potential, retail sales, and personal income indices of each of Canada's 400 largest markets. Regional data also include number of households, capital expenditures, and consumer price trends. Single copies are \$4.00 each. ■



## An Exciting New Reader Profile That You Never Dreamed Existed

A new image of the TODAY'S HEALTH reader is emerging from a research project, shaped to the expressed needs of media people themselves. Watch this space for a finer screen of details and prepare to be surprised. You'll want to take a longer look at the media opportunities in TODAY'S HEALTH.

# Today's Health



PUBLISHED BY THE AMERICAN MEDICAL ASSOCIATION  
535 N. Dearborn Street, Chicago 10, Ill. • Whitehall 4-1500  
475 Fifth Avenue, New York 17, New York • ORegon 9-9383

Whaley-Simpson Co.

6608 Selma Ave., Los Angeles 28, Calif. • Hollywood 3-7157  
700 Montgomery Bldg., San Francisco 11, Calif. • Sutter 1-4563

## Media/trends

The average television viewer likes 6.9 programs. So says TvQ, based on 2,178 viewer reports on 36 network shows.

This doesn't mean the average viewer watches only 6.9 of them, though, because they look at many they don't enjoy nearly so much as their favorites. They watch these others despite indications from Schwerin that there are more com-

plaints about programing quality, but fewer about commercials, today, than there were a year ago. Sex, violence, "too many Westerns," and "not enough high level programs" were chief complaints.

However, networks and local stations and station groups are doing their share to improve the viewer's diet.

Just one example is formation of WBC Productions, Inc., by Westinghouse Broadcasting Co. Announced purpose is to help meet the demand for better quality — in "everything

from pure diversion to public affairs." Cost of taped productions can initially be split among the five Westinghouse stations, later among other markets on a syndicated basis.

Meanwhile, technical quality is improving, too. Latest development comes from NBC engineering. It's an improved "loudness meter," for better control of TV audio volume.

\* \* \*

A flurry of developments in the international area includes inauguration of *Führungspraxis*, German language edition of *Management Methods*. Two-thirds of the material is translated directly from the American parent magazine, one-third supplied by the German staff.

Meanwhile, as *Life International* and *Life en Español* report new circulation and advertising records for their 1961 special double issues, Time-Life International announces consolidation of promotion and marketing operations of all overseas editions into a single service unit which will "serve as an internal advertising agency for all TLI magazines."

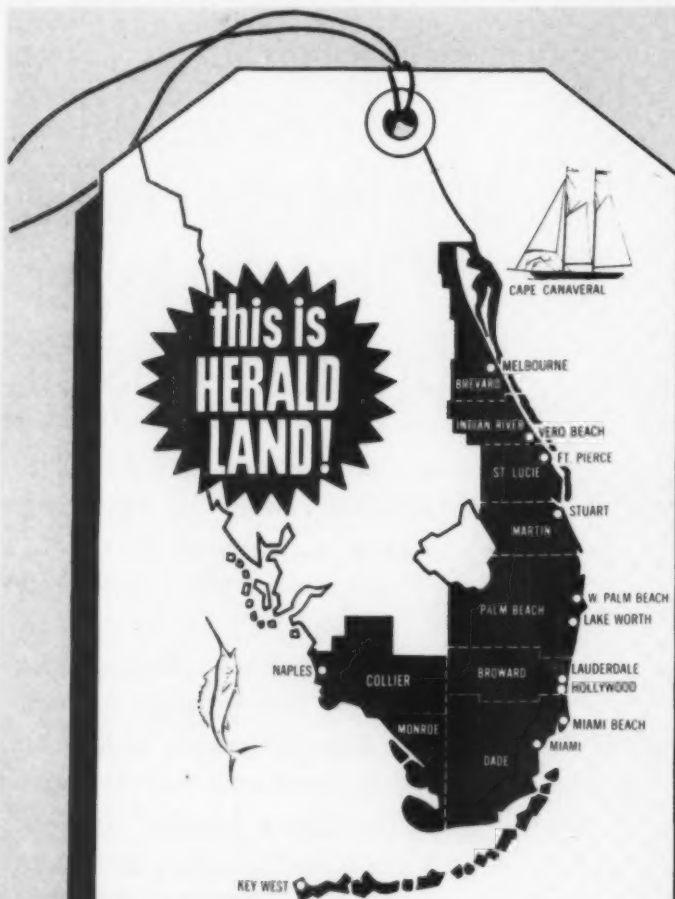
\* \* \*

Wider promotion of what's on the inside, plus protection of contents by opaque wrappings are combined by using heat-sealed polyethylene pouches wrapped around the *Journal of Marketing*. Other publications now packaged like supermarket items are the New York Times Sunday air mail edition and *Sunset* magazine.

\* \* \*

WNBC-TV has raised the price of its triple-A minutes by \$200, but offers new discounts to make up for it. In what NBC's New York flagship station says is the first industry move to bring the price of prime-time 60-second announcements into a more realistic balance with that of triple-A 20-second spots, WNBC-TV offers an additional 5 per cent discount to advertisers using the new "Consecutive Weekly Discount." Another 5 per cent is available to purchasers of a minimum of seven announcements per week, who also have a triple-A spot ranging from 10 to 60 seconds. Combined discounts make WNBC-TV's top discount 57.25 per cent, up 7.25 per cent over rate card No. 20. Prices have also been cut in the 7:00 A.M. to 10:00 A.M. area, and in the 8:00 P.M. station break strip, as further inducement to continuity.

(Continued on page 122)



## BIGGEST MARKET IN THE SOUTH

...that's HERALDLAND, FLA. Retail sales top \$2.6 billion — 94% higher than Atlanta Metro County market. Effectively sold by the South's biggest and most influential newspaper.

### The Miami Herald

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

in St. Louis it's the

in the St. Louis Post Dispatch it's



By whatever yardstick you measure power in a newspaper, the St. Louis Post-Dispatch has it! The Post-Dispatch reaches 65 per cent of all families in the rich A.B.C. City Zone weekdays and 79 per cent on Sunday. It carries 64 per cent of all newspaper advertising in the St. Louis market weekdays and 64 per cent on Sunday. National recognition of editorial leadership includes five Pulitzer prizes and numerous other awards. St. Louis is one of the very few two-newspaper markets where all three leading syndicated Sunday magazines are distributed by local newspapers. But only one of the three reaches Post-Dispatch families. That one is PARADE.

In 59 of its 65 key markets PARADE is distributed by the largest (or only) Sunday newspaper. This includes 8 of the 13 big metropolitan markets—such as Washington, St. Louis and Miami—where one or more of the other syndicated Sunday magazines also is distributed. The results you get from a syndicated Sunday magazine depend on the newspapers that distribute it. Market by market, PARADE newspapers invite comparison.

PARADE—THE SUNDAY MAGAZINE SECTION OF STRONG NEWSPAPERS THROUGHOUT THE NATION REACHING 10 MILLION FAMILIES EVERY WEEK.

Reprints, April 1961



(Continued from page 120)

Among media trends seen at the recent Peoria conclave of the Affiliated Advertising Agencies Network is grouping of "somewhat isolated cities" into common markets, each covered by one or two TV stations, and the resulting possibility of combination rates. Hal Sundberg, general manager of WMBD-TV, Peoria, also had some money-saving advice for advertisers and agencies that can be applied right now. Too few, he noted, are taking advantage of complete pro-

duction facilities, including videotape, available at many stations today.

Other forecasts included more regional editions of national farm publications, while state and regional farm papers become "even more local in scope and coverage."

Another prediction was for a relaxation of postal regulations, permitting wider variety of unusual inserts.

\* \* \*

Among media used to promote a water sports contest for Popsicles

are Spot TV, Bob Hope, Sunday newspaper comics, outdoor, and "parent-approved color comic books." The seal of approval on comic books is today granted by a code authority that took over from *Parents' Magazine* in 1954. Authority is now financed by distributors, printers, and nine comic book publishers, representing 90 per cent of all U. S. comic book production.

\* \* \*

There's a new monthly devoted to international media, *World Media & Markets*. Among regular departments is a monthly evaluation of a specific publication, explaining editorial objectives, who reads it, and where. Says editor Edward Altschuler, "Many worthy publications are available overseas, but are seldom used by Americans selling abroad, due to ignorance of their existence, effectiveness, and cost."

\* \* \*

For attention under tension, a new idea by Frank Clarke of Valley Stream, L. I., may be hard to beat. Mr. Clarke has applied for a patent to a device coordinating traffic lights with attached advertisements. When light says "GO," sign is green. While nervous driver waits for go-ahead, sign beside light will be red.

#### CIRCULATION, RATE BOOSTS

*Reader's Digest* now guarantees a circulation of 12.5 million, up a half-million since 1960. But no rate rise until the January 1962 issue.

*Playboy* hiked its circulation guarantee last month to 1,050,000, and the cost of a black-and-white page from \$5,400 to \$6,500.

With a higher circulation guarantee of 150,000, up from 135,000, *The Reporter's* new black-and-white page rate is \$1.150.

*House Beautiful* has raised its rate base from 800,000 to 850,000 without imposing a rate hike.

*Redbook* raises its rates, effective in July, from \$12,375 to \$13,300 for a black-and-white page. Rate base goes up to 3,450,000.

Other magazines increasing both rate bases and rates are *McCall's* and *Ladies' Home Journal*, neck and neck in both categories, with 6.7 million circulations, and black-and-white page rates of \$31,490.

## ONE-FOURTH OF ALL TEXAS BUSINESS IS DONE IN THE FORT WORTH MARKET.

The 100-county Fort Worth Market is the richest single market in the Southwest. **25.3%** of the entire state's Retail Business is done in this area. **23.9%** of all the state's Households are concentrated here, also. Effective Buying Income is \$4,160,761,000, or **26.5%** of Texas' total E. B. I. The Fort Worth Star-Telegram covers this vast, rich market as no other single medium, almost 40% daily family coverage (86.8% in Metro Fort Worth alone).

To Really **MOVE** Merchandise in the Fort Worth Market, you need the



**FORT WORTH  
STAR-TELEGRAM**

#### JUST OFF THE PRESS!

"Analysis of the Fort Worth Market and Newspaper Coverage," 62-page comprehensive market study brochure. Send for your free copy today!

#### SOURCES:

Sales Management, U. S. Census, ABC White Audit, 3/31/60

**FORT WORTH STAR-TELEGRAM**

Amos C. Carter, Jr., Pres. & Gen'l Advertising Director  
Ralph B. Day, Asst. Advertising Manager

**LARGEST COMBINED DAILY CIRCULATION IN TEXAS**

without the use of schemes, premiums or contests  
"Just a good newspaper"



Today, the essential and most potent force in advertising is

# BELIEVABILITY

Reader confidence cannot be bought, forced or contrived. It must be earned.

In San Francisco, the integrity of the EXAMINER backs up your advertising. For

over 70 years the EXAMINER has been first in influence because readers have learned to rely on the validity of its news reporting and the ethics of its publishing policy.

Brightly written—tastefully edited—it carries more news and features than any other San Francisco newspaper.

Its appeal is to bright, intelligent and discriminating

people. Perhaps this is why more advertisers—Retail, National and Classified—find the EXAMINER is the most profitable way to move merchandising in the San Francisco market.



First Award for  
"General Excellence"  
Among All California  
Newspapers

San Francisco BELIEVES in the

# EXAMINER

**Tells More... Says It Better!**

Nationally Represented by HEARST ADVERTISING SERVICE INC



Over 425,000  
Awards to Juniors . .

Issued annually for marksmanship achievements, under the supervision of 360,000 adult male readers!

Write for sample copy.

The **AMERICAN RIFLEMAN** Magazine

SCOTT CIRCLE WASH. 6 D.C.

CAPTURE  
75%

OF THE BUYING POWER  
OF THE BIG

TEXAS  
MARKET

WITH ONE ORDER . . .  
SAVE UP TO 23%

SPECIFY THE TEXAS NEWSPAPER GROUP

- ★ Beaumont Enterprise and Journal
- ★ Corpus Christi Caller and Times
- ★ Dallas Times Herald
- ★ El Paso Times and Herald-Post
- ★ Fort Worth Star-Telegram
- ★ Houston Chronicle
- ★ San Antonio Express and News

1,068,855 DAILY CIRCULATION  
976,733 SUNDAY CIRCULATION

Represented Nationally by The Branham Company

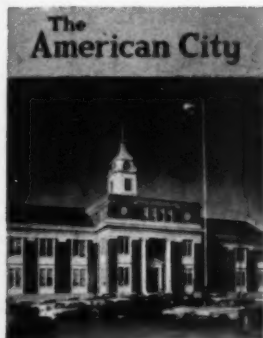
## TRENDS IN NATIONAL NEWSPAPER ADVERTISING

FEBRUARY AND FIRST TWO MONTHS 1961 vs 1960

	FEBRUARY		FIRST 2 MONTHS	
	1961 vs 1960 %	% of Total	1961 vs 1960 %	% of Total
<b>GENERAL</b>				
Alcoholic Beverages .....	-24.7	6.5	-20.7	4.7
Foods .....	+2.6	18.1	-2.1	15.9
Baby Foods .....	-15.3	0.5	-16.5	0.4
Baking Products .....	+72.6	3.2	+83.8	2.7
Beverages .....	-31.5	2.0	-34.0	1.5
Cereals and Breakfast Foods .....	-43.3	0.3	-33.4	0.4
Condiments .....	-11.2	1.1	-10.7	0.9
Dairy Products .....	+23.0	2.9	+24.3	2.6
Frozen Foods .....	-13.4	1.3	-16.3	1.2
Meats and Fish .....	-2.2	1.5	-1.1	1.3
Industrial .....	-34.7	1.0	-25.5	2.2
Insurance .....	-50.3	1.4	-34.8	1.6
Medical .....	-22.5	2.9	-22.8	2.9
Public Utilities .....	-4.9	2.9	-11.5	2.5
Publishing and Media .....	-9.5	9.8	-3.5	11.5
Radio, TV and Phonographs .....	-31.4	1.3	-32.2	1.2
Sporting Goods, Cam. and Photo Suppl. ....	-5.0	0.3	-19.0	0.4
Tobacco .....	-24.7	2.9	-44.8	2.1
Toilet Requisites .....	-32.3	2.6	-28.4	2.4
Dentifrices .....	-47.9	0.2	-49.5	0.2
Men's Toiletries .....	-81.3	0.2	-75.2	0.2
Perfumes and Cosmetics .....	-22.0	1.0	-8.8	1.1
Toilet Soaps .....	+35.7	0.3	-16.6	0.2
Transportation .....	+8.5	14.4	+8.3	14.2
Airways .....	+14.8	10.5	+13.2	10.1
Bus Lines .....	-15.2	0.2	+7.8	0.3
Railroads .....	-19.8	0.8	-22.1	0.8
Steamships .....	+2.5	1.5	+3.3	1.4
Tours .....	-17.0	1.0	-8.4	1.1
Wearing Apparel .....	+30.2	1.1	+8.1	0.9
<b>TOTAL GENERAL</b> .....	-10.6	77.2	-11.1	75.4
<b>AUTOMOTIVE</b>				
Gasolines and Oils .....	+746.6	5.0	+601.3	5.8
Passenger Cars—New .....	-38.2	12.6	-28.8	13.4
Tires and Tubes .....	-37.2	0.7	+5.2	1.0
Trucks and Tractors .....	-54.7	0.2	-55.7	0.1
<b>TOTAL AUTOMOTIVE</b> .....	-16.9	22.8	-4.2	24.6
<b>TOTAL GENERAL AND AUTOMOTIVE</b> .....	-12.1	100.0	-9.5	100.0

# These are the systems of local government that buy municipal equipment, products and services...

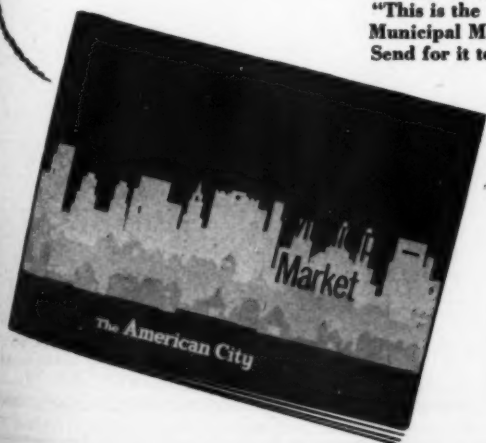
Shown here are the three basic forms of local government which rule most municipalities. Each system differs in actual purchasing procedure. However, the pattern of "buying action" remains constant for all. Municipal buying is broad; it is done on a group basis by both administrative and engineering officials. Together, they determine the final purchasing decision.



This is why advertising in THE AMERICAN CITY is such an important investment. Through it, you cultivate a far greater number of officials who initiate municipal sales — many more buying influences than any other publication serving this rapidly expanding market!

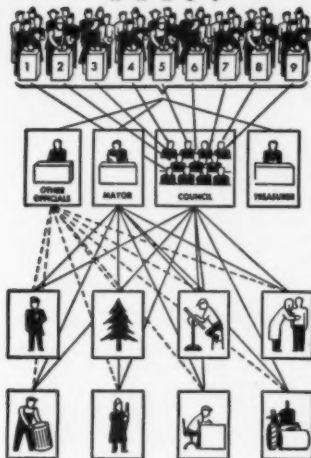
*Yours for the asking*

— without obligation...  
A copy of our comprehensive market study, "This is the Municipal Market." Send for it today.

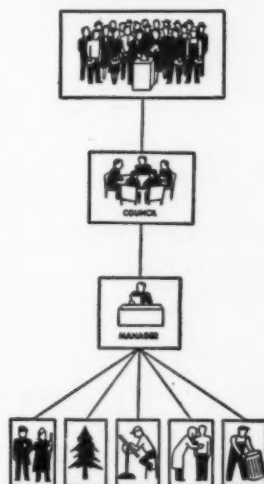


MAYOR-COUNCIL

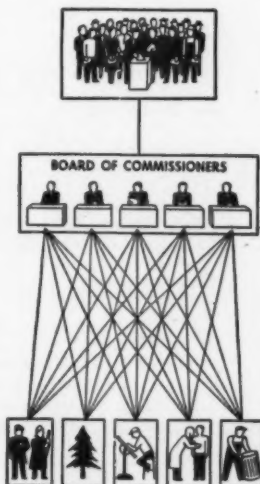
WARDS



COUNCIL-MANAGER



COMMISSION





# TOP TV SHOWS

## AUDIENCE:

Videodex National Rating Analysis • Feb. 1-Feb. 7 • Top Five Programs Daily\*

Show	Rating	Network	Sponsor
<b>SUNDAY</b>			
1. Ed Sullivan	30.6	CBS	Eastman Kodak
2. Candid Camera	29.4	CBS	Lever Brothers
3. Jack Benny	28.1	CBS	Lever Brothers
4. What's My Line	26.0	CBS	Kellogg
5. Dennis The Menace	25.8	CBS	Best Foods

<b>MONDAY</b>			
1. Andy Griffith	26.9	CBS	General Foods
2. Danny Thomas	24.6	CBS	General Foods
3. Cheyenne	22.8	ABC	R. J. Reynolds, Peter-Paul, General Motors, Ralston, Bristol-Myers, Procter & Gamble
4. Hennessey	22.2	CBS	General Foods
5. June Allyson	21.3	CBS	Dupont

<b>TUESDAY</b>			
1. Thriller	27.0	NBC	Allstate, American Tobacco, Glenbrook Labs, Beech-Nut
2. Garry Moore	26.1	CBS	S. C. Johnson, Polaroid
3. Red Skelton	24.6	CBS	S. C. Johnson
4. Rifleman	23.7	ABC	Procter & Gamble
5. Dobie Gillis	22.5	CBS	Pillsbury

<b>WEDNESDAY</b>			
1. Wagon Train	32.4	NBC	Ford
2. Perry Como	28.2	NBC	Kraft
3. Naked City	24.3	ABC	Brown & Williamson, Bristol-Myers, General

Show	Rating	Network	Sponsor
4. Wanted Dead or Alive	23.1	CBS	Motors, Pan American Airways, Warner-Lambert
5. Price Is Right	22.0	NBC	Kimberly-Clark, Lever Brothers

<b>THURSDAY</b>			
1. Untouchables	33.3	ABC	Beecham, Liggett & Myers
2. Real McCoys	27.4	ABC	Procter & Gamble
3. My Three Sons	27.0	ABC	Chevrolet
4. Donna Reed	24.6	ABC	Campbell Soup
5. Outlaws	22.5	NBC	Brown & Williamson, Warner-Lambert

<b>FRIDAY</b>			
1. 77 Sunset Strip	30.1	ABC	American Chicle, American Home, Beecham, R. J. Reynolds
2. Rawhide	28.8	CBS	Nabisco, Parliaments, Bristol-Myers
3. Flintstones	26.3	ABC	Miles
4. Twilight Zone	25.8	CBS	General Foods
5. Route 66	22.2	CBS	Chevrolet, Philip Morris

<b>SATURDAY</b>			
1. Gunsmoke	37.1	CBS	Liggett & Myers
2. Have Gun, Will Travel	31.0	CBS	Lever Brothers
3. Checkmate	27.9	CBS	Brown & Williamson, Lever Brothers
4. Lawrence Welk	25.8	ABC	Dodge
5. Perry Mason	24.0	CBS	Colgate, Drakett

\* Figures indicate percentage of all TV homes viewing program in question at its time period in market areas covered.

## PREFERENCE: TvQ "TOP TWENTY" PROGRAMS—February 1961

Rank	Program	Total U.S.A.		East		Midwest		South		Far West	
		Fam.	TvQ	Fam.	TvQ	Fam.	TvQ	Fam.	TvQ	Fam.	TvQ
1	Bonanza	71	50	59	40	73	43	81	63	71	49
2	Wagon Train	91	48	86	39	92	47	94	56	91	48
3	Red Skelton Show	85	47	81	47	87	50	87	47	82	45
4	The Flintstones	61	46	64	48	61	49	54	41	66	47
5	Andy Griffith Show	59	45	52	30	64	49	68	55	46	42
6	The Real McCoys	87	45	80	40	89	47	90	49	90	45
7	The Untouchables	72	45	75	50	71	42	69	44	71	40
8	Sing Along With Mitch	29	44	37	52	26	46	31	32	19	41
9	Gunsmoke	86	42	78	35	89	43	90	49	85	37
10	My Three Sons	58	40	56	34	64	44	53	38	57	43
11	Perry Mason	77	40	73	39	80	40	80	38	75	44
12	Candid Camera	66	39	70	37	72	42	62	40	58	34
13	77 Sunset Strip	82	39	78	41	84	35	85	45	81	31
14	Rawhide	75	38	64	29	78	39	85	47	70	31
15	The Rifleman	82	38	75	34	86	37	84	46	84	33
16	Thriller	46	38	46	41	44	36	51	38	42	34
17	CBS Reports	59	37	60	41	57	38	65	36	50	32
18	Father Knows Best	86	37	81	39	88	39	89	34	87	36
19	Route 66	59	37	52	20	62	36	67	47	54	29
20	Checkmate	55	36	54	38	57	32	57	39	48	32

Familiarity: The proportion of respondents with any opinion about a program. This measures the awareness of the program.

TvQ Score: A qualitative measurement of the degree of enthusiasm for a program. This score is determined as follows:

Per Cent Saying "One of My Favorites"

TvQ Score =  $\frac{\text{Per Cent Saying "One of My Favorites"}}{\text{Familiarity}}$

# The Compleat *seventeen* Reader



She reads SEVENTEEN from beginning to end,  
For SEVENTEEN talks with her just like a friend.



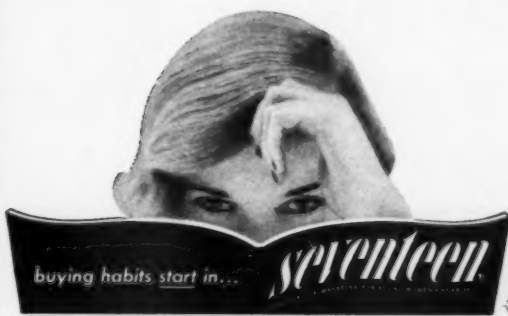
She learns how to market, to cook and to sew  
And everything else a young woman should know.



She plans her own wardrobe 'round SEVENTEEN's clothes,  
Heeds SEVENTEEN's counsel on beauty and beaux...



Consults SEVENTEEN for the latest teen fads...  
And oh, how she buys from those SEVENTEEN ads!



it's easier to **START** a habit than to **STOP** one!

SEVENTEEN MAGAZINE

320 Park Avenue, New York 22 • Plaza 9-8100

HOW SEVENTEEN'S UNIQUE SISTER PUBLICATION, SEVENTEEN-AT-SCHOOL, CARRIES YOUR ADVERTISING INTO HIGH SCHOOL HOME ECONOMICS CLASSROOMS

Photo: Cooper, April 1961



MADISON AVENUE MAGAZINE . . . 575 MADISON AVENUE  
NEW YORK 22

Madison Avenue is your key to advertising's biggest market...an economical way to reach every influential New York agency and client executive you must sell. Madison Avenue is edited to insure readership by the New York adman...focusing on his attitudes, interests and problems...to provide a productive climate for your advertising. Madison Avenue gets read...and your advertising will be read, too, in the magazine that has the key to the most important market.

**madison avenue**  
*the magazine of New York Advertising*

**YOUR  
KEY  
TO 11,500  
KEY  
AGENCY  
AND  
CLIENT  
EXECS  
EVERY  
MONTH**







## **Short of crippling storm or catastrophe...**

Nothing stops nearly two million New Yorkers from leaving home and loved ones, hustling to the nearest store or stand, digging down in their change pockets—and buying the New York News. Every day in the year!

Nobody has any obligation to buy this newspaper. Carrier delivery is limited largely to the suburbs.

But more than 90% of News circulation is delivered by News drivers, who dump the papers off trucks. Dealers display them. People come and get them. The largest newspaper circulation in these United States is a self-shopped cafeteria copy-for-copy buy!

And it is read by 4,700,000 people every day (Profile-2nd Edition). More people with good jobs, high incomes, owned homes, kids and college degrees than any other New York City newspaper can give you.

When you can put your advertising in such a newspaper, with such coverage, in such a market as New York, at such a low rate—what are you waiting for?



## **THE NEWS, New York's Picture Newspaper**

More than twice the circulation, daily and Sunday, of any other newspaper in America

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—634 Bell Building, Detroit 26—1405 Locust St., Philadelphia 2—3460 Wilshire Boulevard, Los Angeles 5—407 Lincoln Road, Miami Beach 39—155 Montgomery St., San Francisco 4—3 & 5 Warwick House St., London, S.W. 1, England

Media/scope's

# Advertising Cost Index

Reported by Media/scope's Research Department

## Ad Rate Changes:

February 1960 to February 1961



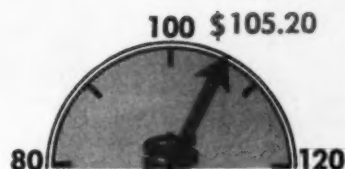
### Business Publications

From February 1960 to February 1961, business publication space rates rose 4.5 per cent. Circulation increased 0.6 per cent, and cost-per-thousand increased 3.9 per cent during the period.



### Consumer Magazines

For each \$100 invested in consumer magazine space costs in February 1960, it would have cost \$107.85 in February 1961. During this period circulation rose 4.1 per cent, and cost-per-thousand rose 3.6 per cent



### Daily Newspapers

During the 12-months' period of February 1960-February 1961, the national display rates of daily newspapers increased 5.2 per cent. Circulation rose two-thirds of one per cent and cost-per-million increased 4.3 per cent.



### Spot Radio

In order to repeat the spot radio schedule of February 1960, the advertiser in February 1961 had to spend \$102.68 for every \$100 he spent on time charges in that month in the previous year.



### Spot Television

To duplicate a spot television campaign of February 1960, the advertiser would have had to spend 6.0 per cent more on time charges in February 1961.

Note: in all meters \$100 = unit cost for February 1960

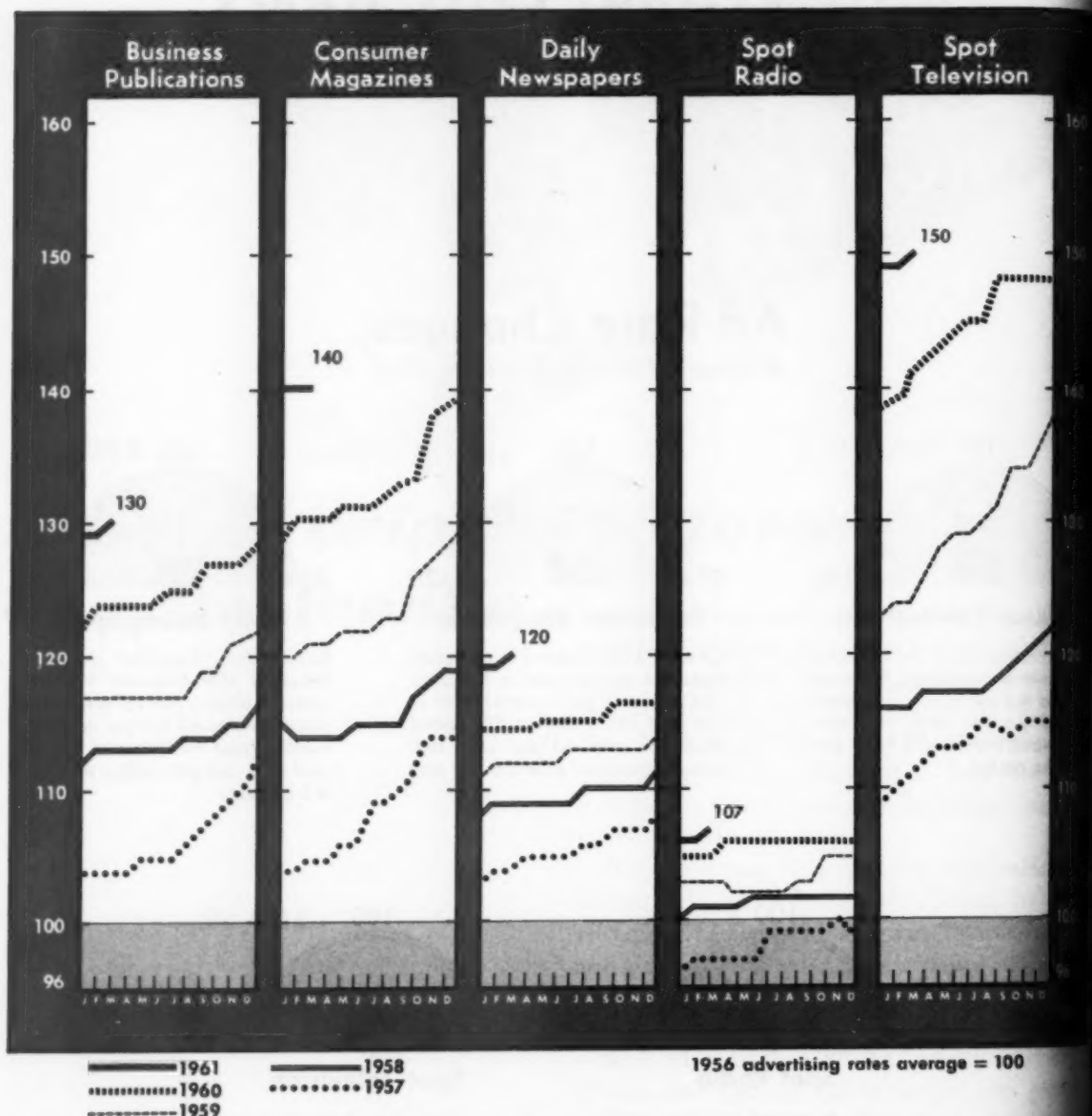
Source: Standard Rate & Data Service, Inc.

Charts and meters may not be reproduced without written permission.

Media/scope, April 1961

# AD RATE INDEXES

Long-term Trends



## Business Publications

Business publication space rates in February 1961 were 30 per cent higher than in the same month of the base year 1956. During this period circulation rose 14.7 per cent, and cost-per-thousand increased 13 per cent.

## Consumer Magazines

The space costs for consumer magazines in February 1961 were 40 per cent greater than during the 1956 base year. Circulation reflected a 17 per cent gain, and cost-per-thousand increased 20 per cent.

## Daily Newspapers

National advertising display rates of daily newspapers in

February 1961 were 20 per cent higher than during the base year. Circulation during the period increased 10 per cent; and cost-per-thousand rose 17.2 per cent.

## Spot Radio

Since 1956, the time costs for spot radio had increased 7 per cent by February 1961. This represented a sharp upward turn in spot radio which, since October 1960, had been inching slowly downward.

## Spot Television

Spot television time rates, for the most part level during the last half of 1960, began moving upward again in January 1961 and continued to do so in February. Last month's rates were 41 per cent above the base.



## How to stay on top of your job

568 BUSINESS FIRMS PURCHASED 8,524 REPRINTS OF THIS USEFUL REPORT IN ONE MONTH

"Every executive, no matter what his rank, must organize his job to function efficiently," wrote Nation's Business editors in a September feature, "How to Stay on Top of Your Job." Within the month, over 500 business firms had purchased 8,524 reprints of the article. Every week the editors receive from three to four hundred such letters—response unparalleled in the management magazine field. It's one reason why advertisers placed 40% more advertising pages this year than last in **Nation's Business** WASHINGTON

**Nation's Business**  
MANAGEMENT MAGAZINE

What business  
leaders see ahead

How to stay on top of your job  
and other articles of interest to business leaders

ADVERTISING HEADQUARTERS 711 THIRD AVENUE, NEW YORK 17, NEW YORK



## PREFERRED by food advertisers !

In 1960 **RESTAURANT MANAGEMENT** led other restaurant and institutional publications in the amount of its food advertising—494 standard pages, to be exact.



Food advertisers prefer **RESTAURANT MANAGEMENT** because the big marketing opportunity is among **TOP VOLUME** commercial restaurants and RM is the one specialized medium that saturates them . . . and because RM provides a program of *census-like* reader identification that breaks down geographically into no less than 3,999 tabular classifications, according to restaurant size and type of service.

*Latest RM reader identification figures are available in Reader Report No. 2, just released. A copy is yours on request.*

## Restaurant Management

60,000 top-volume operating circulation each month

Ahrens Publishing Company, Inc.

230 Park Ave., New York 17, N. Y.

201 N. Wells St., Chicago 6, Ill.

883 Eight-O-Five Peachtree Bldg.,  
Atlanta 6, Ga.

111 Sutter St., San Francisco 4, Calif.

8721 Beverly Blvd.,  
Los Angeles 48, Calif.

## THE Arkansas Gazette \*

\* LEADS IN TOTAL CIRCULATION

\* LEADS IN TOTAL ADVERTISING LINAGE  
Exclusive Media Records Subscriber In Little Rock

\* WE ARE THE LEADING PAPER BY FAR  
IN TOTAL CIRCULATION AND TOTAL ADVERTISING

there's news in little rock . . .

# CIPD



CONTINUITY - IMPACT - DISCOUNT

## PLAN

Oldest Newspaper  
West Of The  
Mississippi River

Arkansas  Gazette

Established 1819

Represented  
Nationally By  
The John Budd Co.

## Media/dates

### APRIL

- 6: MEDIA/SCOPE Annual Media Awards Presentation, Waldorf-Astoria, N. Y.
- 7: American Marketing Assn. Industrial Marketing Conference, Pick-Congress Hotel, Chicago.
- 7-8: Southwest Assn. of Advertising Agencies, Marriott Motor Hotel, Dallas.
- 10-13: National Premium Buyers Exposition, Premium Advertising Assn. of America, Navy Pier, Chicago.
- 10-15: National Assn. of Transportation Advertising, Gasparilla Inn, Boca Grande, Florida.
- 12: Assn. of Industrial Advertisers, Statler-Hilton, New York.
- 16-19: Assn. of National Advertisers, Sheraton Park, Washington, D. C.
- 17-20: International Advertising Assn., Waldorf-Astoria, New York.
- 20-22: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.
- 24-27: American Newspaper Publishers Assn., Waldorf-Astoria, N. Y.

### MAY

- 1-3: Assn. of Canadian Advertisers, Royal York, Toronto.
- 2: American Marketing Assn. Seminar in Marketing Management, Miami University, Oxford, Ohio.
- 3: Station Representatives Assn. Silver Nail Time Buyer of the Year Award Luncheon, Waldorf-Astoria, N. Y.
- 4-6: Associated Business Publications, The Homestead, Hot Springs, Va.
- 4-6: Western States Advertising Agencies Assn., Shelter Inn, San Diego, Cal.
- 4-8: American Women in Radio and Television, Statler-Hilton, Washington, D. C.
- 7-9: Magazine Publishers Assn. The Greenbrier, White Sulphur Springs, W. Va.
- 7-10: National Assn. of Broadcasters, Sheraton-Park, Washington, D. C.
- 8-9: Direct Mail Advertising Assn., Statler-Hilton, Los Angeles.
- 16-19: Catholic Press Association, Vancouver Hotel, Vancouver, B. C.



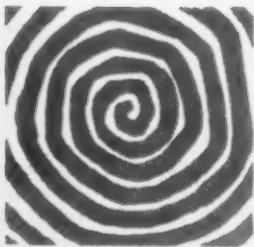
## *The Advertising Buyer went that-a-way*

Titles—like appearances—can be misleading, especially when you seek those who are responsible for the purchase of advertising. In many situations, the entire media-buying problem is turned over to the advertising agency. In others, various advertiser company individuals from president to sales promotion assistant have a hand in buying or influencing the purchase of advertising.

What's the most efficient way for an advertiser to reach this elusive audience? Through the pages of *Media/scope*.

*Media/scope's* exclusive editorial coverage of the entire media-buying function attracts people who buy advertising wherever and wherever they are.

To concentrate on buyers of advertising—and nobody else—advertise in *Media/scope*.



### *Media/scope*

published by Standard Rate & Data Service, Inc.  
WALTER E. BOTTHOF, Publisher  
5201 Old Orchard Rd., Skokie, Ill.



**"WE AGREE,  
SONNY ...**

## **WSBT-TV's A Good Buy !"**

National advertisers agree too . . . WSBT-TV is the basic buy in the South Bend area. It dominates this 3-station market year after year. The latest Nielsen Survey\* spells it out again: WSBT-TV has an average 42.7% Metro Area share of sets in use, sign-on to sign-off . . . it carries 8 of the top 10 shows; 20 of the top 25 and 37 of the leading 50 programs. It's all accomplished with a full schedule of CBS programs and popular local shows.

WSBT-TV also covers the rich 15 county area of northern Indiana and southern Michigan better than any other station, local or outside! Get complete details from your Raymer man or this station.

\*Oct. 31—Nov. 27, 1960

**WSBT-TV**  
SOUTH BEND, INDIANA  
Channel 22



**ONE OF CBS'  
HIGHEST-RATED  
STATIONS**

Paul H. Raymer, National Representative

## **PERSONNEL CHANGES**

NAME Agency	FORMER COMPANY AND POSITION	NEW COMPANY AND POSITION
William C. Dekker	McCann-Erickson, (U.S.A.) V. P., Media Dir.	Lambert & Feasley, Inc. V. P., Director of Media
David Fenwick	Grant Advertising, Inc., Senior V. P.	Donahue & Coe, Inc., Los Angeles, V. P., Chairman Plans Board
Joan Fields	San Francisco Wine Institute, Public Relations	Ruben Advertising Agency Indianapolis, Director of Media
Edward F. Gallagher	Albert Woodley Co., Media Dir.	Albert Woodley Co., V. P., Media Dir.
Karl L. Gauck	Erwin Wasey, Ruthrauff & Ryan, Inc., Phila., Dir. Resch., Planning	Erwin Wasey, Ruthrauff & Ryan, Inc., V. P., Mktg.
Kenneth E. Hegard	The Cramer-Krasselt Co., Milwaukee, Assoc. Radio, TV Dir.	The Cramer-Krasselt Co., V. P., Dir., Radio, TV
William A. Murphy	Papert, Koenig, Lois, Inc., Media, Resch. Dir.	Papert, Koenig, Lois, Inc., V. P., Media, Resch. Dir.
Frederick W. Somers	General Electric Co., Bridgeport, Adv. Activities Specialist	Marsteller, Rickard, Gebhardt and Reed, Media Dir.
Thomas Tausig	P. Lorillard & Co., Adv. Dir.	Grant Advertising, Inc., N. Y., V. P., Mgt. Sup., Dir., Radio, TV

### **Advertiser**

Howard R. Bloomquist	General Foods Corp., Post Div., Battle Creek, Mktg. Mgr.	General Foods Corp., Jell-O Div., Mktg. Mgr.
William Eynon	Maxwell Sackheim Co., Radio, TV Dir.	Profit Research, Radio, TV Dir.
Eldon Fox	Batten, Barton, Durstine & Osborn, Minneapolis, V. P., Asst. Mgr.	Bendix Corp., Detroit, Dir., Adv., P. R.
Braddock Greene	National Distillers & Chemical Corp., Dir. of Adv.	National Distillers & Chemical Corp., V. P., Dir., Adv., Sls. Prom.
Joseph P. King	Smith/Greenland Co., Acct. Exec.	Lee Filter Corp., Edison, N. J., Adv. Mgr.
John Kolody	Benton & Bowles, Acct. Exec.	Smith-Corona Marchant Inc., Adv., Sls. Promo.
Joseph T. Lewis	The Toni Co., Chicago, Brand Group Supv.	The Toni Co., Dir., Brand Promotion
George O. Mack	Monsanto Chemical Co., St. Louis, Asst. Mgr., Corporate Adv.	Monsanto Chemical Co., Mgr., Corporate Adv.
Glenn E. Martin	B. F. Goodrich Co., Tire Div., Adv. Mgr.	The Kelly-Springfield Co., Adv. Mgr.
Jack Schenberg	B. T. Babbitt, Mgr. Aerosol Div.	B. T. Babbitt, Corporate Dir., Mktg.
Julian M. Snyder, Jr.	New York Telephone Co., Publications Mgr.	New York Telephone Co., Adv. Mgr., Mass Media
John Spitzer	Sylvania Electric Products, Woburn, Mass., Adv. Supv., Semi-Conductor Div.	Sylvania Electric Products, Woburn, Mass., Mgr., Adv., Sales Promotion

### **Media**

Paul C. Fulton	Chicago Tribune, Mgr., Retail Display Adv.	Chicago Tribune, Adv. Mgr.
Robert M. McGredy	Westinghouse Broadcasting Co., National TV Sls. Mgr.	Television Advertising Representatives, Inc., General Sls. Mgr.
H. D. Neuwirth	WIP Radio, Phila., Dir., Sls.	Metropolitan Broadcasting Corp., V. P., Dir., Radio Sales
Thomas L. Robinson	Charlotte (N. C.) News, Owner, Publisher	New York Herald Tribune, V. P., General Mgr.
Edgar J. Scherick	Sports Programs, Inc., President	ABC Television, V. P., TV Network Sales

She may get  
the message here,  
but...



your ads in the Yellow Pages  
sell her when she's ready to buy

No matter what market your advertising is designed to cover, the Yellow Pages completes your advertising-selling job. Your selling message in the Yellow Pages will reach your "ready-to-buy" prospects . . . and will help them decide *what* and *where* to buy.

With National Yellow Pages Service, you can cover your precise markets by choosing any combination of 4,000 directories across the country. And one contact,

one contract, one monthly bill cover your entire program.

To find out more about this Yellow Pages service that will make your regular advertising pull more results, contact your National Yellow Pages Service representative through your Bell Telephone Business Office.

ONE CONTACT/ONE CONTRACT/ONE MONTHLY BILL





# Conversation piece



KABC (and its listeners) are kept aware by conversation. Word for word, KABC's conversation is newsworthy, stimulating, provocative.

KABC's microphone is your conversation piece in LA. Have a word with your KABC rep. **RADIO 79** Los Angeles Represented by Katz Agency

## BEST TEST! SYRACUSE, N.Y.

The ideal test market meeting every requirement!

- Strategically Located
- Isolated
- Representative Population
- Self-Contained Economy
- Accepted

**Plus** unmatched delivery of 1/3rd of New York State.

Syracuse's position as America's Best Test Market is confirmed by an 11-year continuing study made by Selling Research, Inc. and documented by Sales Management Magazine.

## the SYRACUSE NEWSPAPERS

SYRACUSE, N. Y.  
Represented Nationally by  
Meloney, Regan & Schmitt

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McCall's .....	Third Cover	WMAL TV Washington, D. C.....	
Grey Advertising, Inc.		Henry J. Kaufman & Associates	
McClatchy Newspapers .....	27	WMT Radio Cedar Rapids.....	
J. Walter Thompson Company		Henry J. Kaufman and Associates	
Machine Design .....	5	Worcester Telegram Gazette.....	
Beaumont, Heller & Sperling, Inc.		C. Jerry Spaulding, Inc.	
Madison Avenue .....	128-129	WOXR Radio New York.....	
Manufactured Homes .....	40	Ralph Gardner Advertising	
George Lohr Studios		WSBT TV South Bend.....	
Media/scope .....	135	Lamport-Fox-Prell & Dolk, Inc.	
Henry J. Kaufman & Associates		WTAE TV Pittsburgh .....	
Metropolitan Broadcasting Corp.....	117	Lando Advertising Agency	
Hicks & Greist, Inc.		WTRF TV Wheeling, West Virginia.....	
		The Gutman Advertising Agency	



# "Some new grey ones, Tony?"



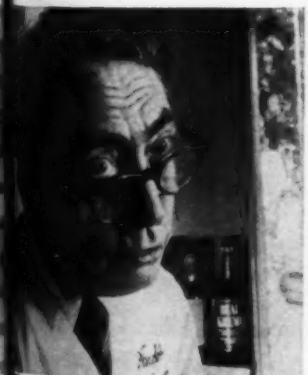
"I guess that comes from worrying, Tony. You see, I'm in media promotion. I've just launched a big campaign that promotes the main reasons why advertisers should go along with us."



"But what bothers me is that there are eight other big points in our total sales story for an advertiser and I have an awful feeling that we lose business to competitors who are pushing some of the other points."



"What can I do to be sure they don't miss any important point when they're comparing us with the others?"



"Well, I don't know, Mr. Jones. But I know we get so many advertising agencies in here that we keep copies of—do you say it—SRDS, over on the rack near the waiting chairs. A lot of people look things up in it."



"Oh, sure—Standard Rate. We have an ad in there pushing our main—Hey... that's it! Why don't I put *all* our good points in there—the whole story—where they have to look when they're working on schedules. Thanks, Tony, this is sure going to cut down on the grey hairs."

*With competent, strategically placed information in SRDS*  
**YOU ARE THERE**  
*Selling by helping people buy*

**SRDS**  
**Standard Rate & Data Service, Inc.**  
*the national authority serving the media-buying function*

**C. Laury Botthof, President & Publisher**  
5201 Old Orchard Road, Skokie, Ill.—Yorktown 6-8500  
Sales Offices—Skokie, New York, Atlanta, Los Angeles



## THE EXCITING PANORAMA OF MEDIA BUYING

It is an exciting experience for those who manage for MEDIA/SCOPE the Annual Media Awards to see the wide range of entries. There were 292 this year, which is noteworthy in itself. This total exceeds by a wide margin the 199 entries in 1960 and the 151 in 1959.

The 292 entries were divided as follows: *Public Statements*, 65; *Media Research*, 116; *Media Techniques*, 111. This year advertisers and agencies took 10 of the 16 Awards (there was a tie in one case, so two Awards were given). The other six went to media: consumer magazines, television, and a business publication.

When the 1961 Awards are added to those presented in the two preceding years, the following distribution is found among types of organizations or their personnel and associations: advertisers, eight; agencies, 14; business publications, five; consumer magazines, five; newspapers, three; television, four; transportation advertising, one; circulation auditing bureau, one; independent research firms, five. In summary, advertisers and agencies produced 22 winners; media, 19, and research firms, five. There was no premeditated design in this distribution; the Awards have been given by the Judges where merit seemed most conspicuous. However, this appears to represent a reasonably good distribution among various types of entrants.

### Judging of the Entries

The judging of so many entries is an awesome task, but one which the Judges approach enthusiastically and professionally. It takes each panel from 11 A.M. to 5 or 6 P.M. to complete its assignment. The Judges in each panel divide the entries among themselves for study, each Judge in a panel of three taking a third of the entries. A Judge picks the five best in his group, then all three study the top 15, and select finally the five Award winners. In the earlier days of the Awards, it was possible for each Judge to study *all* the entries, but that is obviously impossible now, as is most readily apparent in the case of *Media Research*, where there were 116 projects submitted, each of them encompassing considerable detail of method and result.

The present arrangement also allows for expansion of the number of entries merely by adding more Judges to each panel.

The criteria for qualification as a winner, basically, of course, are adherence to the specifications for entry in

each classification. In the case of the *Public Statements* classification, for example, the Awards are stated as being presented "To an individual or an organization for a contribution to creative media thinking as expressed in a public address, published article or book, or in other document."

The panel in this classification took three words out of this statement as the main basis for the criteria applied against every entry: *contribution*, *creative*, and *media*. Some entries were eliminated from further consideration because their nature was so broad that the relationship to *media* was only indirect at best. The Judges felt that a winner should be *creative* in the sense of making a presentation that was a fresh approach or which constituted new thinking, and that it should go beyond a simple review. They felt also that the word *contribution* was significant; they looked for entries that actually made significant contributions to the up-grading of the media function. In addition, the Judges looked for other characteristics: validity, authority, timeliness, scope, comprehension. They sought statements that were provocative and stimulating, which presented plans for action, or which had gained a respectable degree of circulation.

The other panels of Judges had their respective criteria, and all this is evidence of the careful way in which the Awards are judged each entry.

### Entries and Judges

If there are any two single factors upon which the success of the Annual Media Awards depend, they are the quality and number of entries and the ability and distinction of the Judges. In both factors we have been very fortunate. The entries were eminently satisfactory from the points of view of both quality and scope. The Judges are pre-eminent this year as they have been in years past. The Annual Media Awards are highly grateful to them for the conscientious labor which they have expended upon their selections, and the whole media-buying business must be likewise appreciative.

So far, nobody sees the whole range of entries in all three classifications except those who are responsible for the administration of the Awards. We hope that next year when MEDIA/SCOPE has larger quarters in the new Pan Am Building, that we will be able to keep all the entries on display for a considerable period, for the benefit of those who may wish to come and study them.

McCall's



Our line is publishing. By any test for size, McCall's today is the largest women's magazine. It gives women more to read, more to think about with more total editorial lines than any other magazine in the women's field.

### What's My Linage?

1960 TOTALS			
	Editorial Text Lines	Editorial Illustration Lines	Total Editorial Lines
McCALL'S	522,735	398,098	920,833
LHJ	478,493	246,489	724,982
GH	439,254	234,292	673,546

SOURCE: SPECIAL TABULATIONS FROM LLOYD H. HALL CO.

But size alone is not the only measure of its leadership. The most informative and exciting, the most inspiring and inviting magazine that women have ever had offered to them is McCall's: First Magazine For Women.





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"In keeping with everything it does, The New Yorker covers the world of sports with objectivity, clarity and style. Columns like The Race Track, Profiles on prominent sports figures, and Letters from special sports events

show that The New Yorker knows what good sports reporting can be."

*John W. Hanes*

John W. Hanes, Chairman,  
New York Racing Association



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